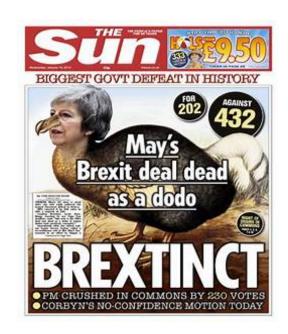
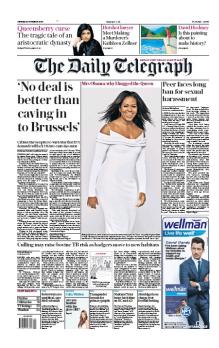
Press Profiles







The Sun		Daily Mail		Daily Telegraph	
Circulation	1,371,194	Circulation	1,199,764	Circulation	363,002
Readership	2,766,000	Readership	2,475,000	Readership	980,000
ABC1 Profile	30%	ABC1 Profile	60%	ABC1 Profile	83%
C1C2 Profile	54%	C1C2 Profile	56%	C1C2 Profile	35%
55-64	15%	55-64	17%	55-64	14%
65+	33%	65+	63%	65+	62%