

BRAINS IN BAHRAIN COVERAGE

GENERAL INFORMATION:

NEWSPAPERS:

Total Number of Countries Reached - **52**
Total Number of Newspapers and Magazines – **359**
Total Number of Newspaper Issues – **2400+**
Total Circulation of Newspapers – **115,000,000**

Country		Circulation
Germany	113 Newspapers/ Magazines	26,514,118
US	39 Newspapers/ Magazines	17,841,575
UK/Ireland	41 Newspapers/ Magazines	13,807,589
Russia	25 Newspapers/ Magazines	12,503,827
India	16 Newspapers/ Magazines	7,176, 877
France	25 Newspapers/ Magazines	4,617,653
South America	13 Newspapers/ Magazines	4,249,000
Australia/NZ	15 Newspapers/ Magazines	2,720,327
Scandinavia	9 Newspapers/ Magazines	2,058,000
Netherlands/Belgium	5 Newspapers/ Magazines	1,942,000

All figures are circulation rather than readership.

E.g. The Times Circulation 810,000 Readership 1,200,000

RADIO:

Voice of America	94 million
France Info	5.4 million per day
BBC Radio 5 Live (Breakfast Show)	2.5 million per day
BBC Radio 4 (Today)	7 million listeners per day
BBC Radio Scotland AM	1 million listeners
BBC World (World Update)	153 million listeners (42 million in English)
Radio Nacional de España	2,179,0000 listeners per day
Radio Exterior de España	22 Countries

TV:

Reuters	Distributed to 900 TV Channels
APTN	Distributed to 400 TV Channels
Trans World Sport	Worldwide Audience of 171 million
BBC Breakfast TV	6 million viewers a day.
RTL	
3Sat	
CNN	151 million households worldwide
MSNBC	
ABC	
NTV (Russia)	Potential audience of 112 million
ArabSat	Potential audience of 80 million

COMPLETE NEWSPAPER LISTING**COUNTRY****CIRCULATION****UK:**

Times	810,000
Daily Telegraph	1,100,000
Sunday Telegraph	829,000
Financial Times	500,000
Guardian	400,000
The Independent	230,000
Independent on Sunday	180,000
The Daily Mirror	2,210,900
The Daily Express	1,200,000
Scotland on Sunday	85,000
The Scotsman	80,000
The Observer	440,000
The Herald	144,000
Sunday Herald	60,581
Scottish Mirror	58,000
Scottish Daily Express	81,491
Metro	837,006
Evening Mail	121,717
The Yorkshire Post	92,200
Birmingham Post	18,246
Daily Echo	45,000
News Scientist	138,739
The Week Magazine	75,000
The Spectator	1,003,995
IT Week	55,040
WebUser Magazine	200,000
Nature Magazine	660,000

Western Daily Press	50,937
Daily Telegraph (Manchester)	
Wellington Weekly News	3,746
Reading Evening Post	29,000
Hull Daily Mail City	106,694
The Press and Journal	
Leicester Mercury	139,357
The Shropshire Star	100,498
The Western Mail	53,474
Evening Mail Black Country	121,717
Megastar	700,000

Ireland

Sunday Independent	311,260
The Irish Times	483,324
The Irish News	51,667

US:

New York Times	1,150,000
International Herald Tribune	264,553
Boston Globe	705,017
San Francisco Chronicle	482,389
Los Angeles Times	1,379,564
Washington Post	749,863
Chicago Tribune	613,162
Chicago Sun Times	454,452
US News and World Report Magazine	2,064,479
Time Magazine	4,189,981
Washington Times	100,551
ComputerWorld Magazine	250,000
Computer User Magazine	790,000
San Jose Mercury News	301,346
Record-Searchlight Newspaper (California)	34,000
Raleigh News (North Carolina)	166,072
The State (South Carolina)	150,000
Times Picayune (Louisiana)	254,897
Austin American Statesman	183,897
Las Vegas Sun	204,241
Quad City Times (Iowa)	53,000
Silicon Valley.com Mercury News	
Sarasota Herald Tribune (Florida)	110,000
The Seattle Times	219,218
Houston Chronicle	551,854
Baltimore Sun	292,034

The Record and Herald News (New Jersey)	180,000
San Luis Obispo Tribune CA	40,000
Akron Beacon Journal, OH	140,137
Columbia State, SC	150,000
Myrtle Beach Sun News, SC	53,531
Duluth News Tribune, MN	50,142
Columbus Ledger-Enquirer, GA	60,000
Monterey County Herald, CA	35,452
The Bakersfield Californian	72,810
Commercial Appeal (Memphis)	237,927
The Star-Ledger	607,006
Wired Magazine	500,000

Canada:

Globe and Mail	330,000
Toronto Star	454,163
Guelph Mercury	
St. Catherines Standard	
Waterloo Record	26,791
Ottawa Citizen	144,686
Daily Bulletin (Ontario)	

Spain:

La Vanguardia	203,000
El Pais	440,000
OJD	
El Correo de Zamora	

Austria:

Die Presse	123,000
Der Standard	63,000

Germany:

Spiegel	1,040,000
Der Tagesspiegel	156,436
Die Zeit	500,000
Schweriner Volkszeitung	106,663
Die Welt	286,728
Welt am Sonntag	396,000
Hamburger Abendblatt	293,330
Suddeutsche Zeitung:	512,642
Frankfurter Allgemeine (FAZ.net):	410,000
Stuttgarter Zeitung	
Berliner Morgenpost	157,000
Berliner Zeitung	217,000

Handelsblatt	155,000
Stern	1,275,000
Allgemeine Zeitung	275,270
Bild (uberregional)	4,400,000
Badisches Tagblatt	40,798
Badische Zeitung	228,534
Dresdner Neueste Nachrichten	
Sachsische Zeitung (Dresden)	302,591
Leipziger Volkszeitung	316,973
Magdeburger Volksstimme	183,707
Die Tageszeitung taz,	58,000
Pforzheimer Zeitung	80,000
Lubercker Nachrichten	
Mannheimer Morgen	194,142
Passauer Neue Presse	180,572
Financial Times Deutschland	83,789
Neue Westfälische (Bielefelder Tageblatt)	238,478
Volksblatt	149,241
Neues Deutschland	60,000
Neue Westfälische (Bielefelder Tageblatt)	
Aachener Nachrichten	106,962
Frankenpost Ausgabe Hof	58,503
Nordkurier – Neubrandenburger Zeitung Sud	143,909
Esslinger Zeitung	45,923
Neue Presse	180,000
Freies Wort Suhl	83,835
Siegener Zeitung	66,000
Schwarzwaldler Bote (Oberndorf)	145,791
Stz Sudthruinger Zeitung	
Thuringer Allgemeine	267,089
Ostthuringer Zeitung OTZ	109,726
Offenburger Tageblatt – Hauptausgabe	57,936
Frankfurter Rundschau	196,557
Frankfurter Neue Presse	215,164
Traunsteiner Tagblatt	26,519
Kolnische Rundschau	451,355
Offenbach-Post	49,733
Lubercker Nachrichten	
Ludwigsburger Kreiszeitung	52,202
Emdener Zeitung	
Ostsee-Zeitung (Rostock)	158,008
TZ	
Generalanzeiger	
Markische Oderzeitung	188,010
Borse Online Magazine	
Markische Allgemeine	190,519

Waldeckische Landeszeitung	
Westfalen-Blatt (Bielefeld)	263,180
Giessener Allgemeine	61,619
Sonntag Express	
Giessener Anzeiger	76,275
Nurnberger Nachrichten	499,848
Nurnberger Zeitung	
Hannoversche Allgemeine Zeitung	599,382
Ruhr Nachrichten	258,283
Munchner Merkur	481,386
Fuldaer Zeitung	50,000
Recklinghauser Zeitung	128,963
Lubecker Nachrichten	100,995
Lausitzer Rundschau	170,000
Mainpost	199,148
Main-Echo	88,072
Kurier am Sonntag	
Kieler Nachrichten	169,489
Straubinger Tagblatt	
Schwabische Zeitung	193,852
Augsburger Allgemeine	367,226
Westfalischer Anzeiger	227,654
Nordsee Zietung	
Westfalische Nachrichten	467,822
NRZ Neue Ruhr Zeitung Essen	445,052
Westdeutsche Allgemeine Zeitung (Essen)	808,106
Westfalische Rundschau (Dortmund)	281,751
Sudwest Presse	293,305
Freie Presse	366,071
Abendzeitung	171,682
Die Glocke	67,624
Hanauer Anzeiger	
Frankischer Tag	69,562
HNA – Ausg. Kassel	219,721
Die Kitzinger	
Rhein-Neckar-Zeitung	333,984
Rhein-Zeitung (Koblenz)	262,397
Saarbrucker Zietung	183,337
Mitteldeutsche Zeitung Halle	351,027
Trierischer Volksfreund Trierer Stadt Zeitung	79,311
Mittelbayerische Zeitung Regensburg	277,528
Weser Kurier	199,542
Pinneberger Tageblatt	20,765
Sonntag Aktuell	1,048,634
Schwabische Zeitung	
Wiesbadener Kurier	

Oberhessische Presse	33,000
Mindener Tageblatt	
BZ	
CT	
HorZu Magazine	
VDI Nachrichten	160,000
Rheinische Post (Dusseldorf)	480,950
Kolner Stadt Anzeiger	484,489
Netzeitung	

France:

Les Echos	134,000
Liberation	175,000
Metro	200,000
Le Monde	394,000
L'Est Republicain	223,951
Le Parisien Dimanche	500,000
France Soir	162,716
Telerama	657,202
Le Journal des Enfants	15,000
20 Minutes	450,000
La Croix	89,557
Valeurs Actuelles	
La Tribune	94,352
Le Figaro	306,175
L'Humanite	55,863
Le Journal du Dimanche	330,338
Le Petit Bleu du Lot et Garonne	12,266
La Corse Matin Dimanche	10,000
Var Matin Dimanche	72,340
Le Telegramme	199,710
Sud Ouest Dimanche	294,467
Monaco Matin Dimanche	
Nice Matin Dimanche	236,716
L'Actu	3,500
Mon Quotidien	5,000

Italy:

Corriere della Sera	690,000
La Stampa	450,000

Netherlands:

NCR Handelsblad	270,000
Algemeen Dagblad:	395,000
Telegraaf	850,000
De Volkskrant	350,000

Belgium	
Standaard	77,000
Switzerland:	
Sonntagszeitung	218,518
Le Temps	100,000
Neue Burcher Beitung	
NZZ Neue Zurcher Zeitung International	153,000
Sudkurier (Konstanz)	218,743
Berner Zeitung	134,650
Denmark	
Berlingske Tidende	158,000
Sweden:	
Aftonbladet	412,000
Expressen	327,000
Norway:	
VG	365,000
Dagbladet	206,000
Morgenbladet:	30,000
Aftenoposten	288,000
Finland	
Ilta Sanomat	219,000
Iceland	
Baejarins Besta	
Morgenbladid	53,000
Slovenia	
Dnevnik	65,000
Poland	
Gazeta Wyborcza	516,000
Rzeczpospolita	280,000
Russia:	
Pravda	70,200
Komsomolskaya Pravda	2,553,000
Izvestiya	800,000
Trud	1,700,000
Kommersant	142,000

Gazeta	47,000
Novoe Vremya	54,000
Vremya Novostey	51,000
Argumenti I Fakti	3,390,000
Parlamentskaya Gazeta	50,000
Rossiyskaya Gazeta	433,927
Slovo	
Rossiya	
Kompeniya	
Novaya Gazeta	670,000
Vechernyaya Moskva	210,000
Moskovskiy Komsomolets	800,000
Sovetskiy Sport	450,000
Sport-Expert	60,000
Sport Expres	890,000
Itogi	
Mobile News	
The Moscow Times	118,000
Russian Mirror	15,000
Hard N Soft Magazine	38,500
Kyrgyzstan	
Tribuna	
Ukraine	
Hard N Soft Magazine	12,500
Slovakia:	
Nevladal Riskova	
Pravda	250,000
Hospodarsky Dennik	
Czech Republic:	
Ceske Noviny	
Lidove Noviny	1,000,000
Slovo	1,000,000
Hungary:	
Magyar Hirlap	70,000
Magyar Nemzet	
Nepszabadsag:	320,000
Greece:	
Athens News	17,500

Turkey:	
Milliyet	660,000
Hurriyetim	382,000

Bahrain:

Bahrain Tribune	15,000
Gulf Daily News	
Akhbarat	

UAE:

Gulf News:

Oman

Times of Oman	25,000
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India:

The Times of India	1,700,000
Economic Times of India:	450,000
Hindustan Times	1,907,000
The Hindu	793,000
The Statesman (Delhi)	285,000
The Telegraph (Calcutta)	272,000
The Sentinel (Guwahati)	43,000
Newstime (Hyderabad)	768,000
Indian Express (Mumbai)	254,877
The Pioneer (Lucknow)	
Free Press Journal (Mumbai)	63,000
Deccan Herald (Bangalore)	169,000
Asian Age	
Outlook Magazine	247,000
Mid Day (Bombay):	180,000
Financial Express	42,000

Bangladesh:

Daily Star

Singapore:

Straits Times	370,000
Business Times	

Malaysia:

New Straits Times	140,000
The Star	290,000

Indonesia

Suara Merdeka

Thailand

Bangkok Post 70,000

Japan

Asahi Shimbun 12,600,000

Philippines

Fritz Wins http://www.abs-cbnnews.com/abs_news_body.asp?section=Sports&oid=5867 14/10

South Africa:

Cape Argus 170,000

Financial Mail

Reunion:

Le Quotdien de la Reunion 34,401

Australia:

The Canberra Times 200,000

The Age 230,000

The Australian 120,000

Sydney Sun Herald 568,202

Sydney Morning Herald 580,000

Herald Sun 540,000

Newcastle Herald 131,018

Northern Daily Leader 10,453

Maitland Mercury

Illawarra Mercury 45,000

Cairns Post

Gold Coast Bulletin 38,411

New Zealand

New Zealand Herald 213,150

Otago Daily Times 44,093

Time Out

China:

Shanghai Daily (East Day.com):

China Daily 300,000

Taiwan:

Taipei Times 250,000

Argentina:

La Razon:	
Clarín	1,500,000
La Nacion	630,000
Brazil:	
Folha de Sao Paulo	610,000
Diario de Sao Paulo:	
Veja Magazine	
IQ Magazine	
Costa Rica	
La Nacion	819,000
Peru	
El Comercio	140,000
Venezuela	
El Universal	
Colombia:	
El Tiempo	400,000
Mexico	
La Reforma	120,000
Panama:	
La Prensa:	30,000