

APPENDIX 4.1
 (referred to in paragraph 4.25)

Newsquest financial information

TABLE 4.1 **Newsquest: revenue breakdown**

	£ million				
	1998	1999	2000	2001	2002
Display advertising—local	())))
Display advertising—national					
Total display advertising					
Classified advertising—automotive					
Classified advertising—employment					
Classified advertising—property					
Classified advertising—other					
Total classified advertising					
Total in-paper advertising					
Leaflets/online/audiotext					
Circulation					
Other revenue					
Total revenues					
Ratio of in-paper ad revenue to circulation revenue					

*Figures omitted.
 See notes on page iv.*

Source: Newsquest management accounts.