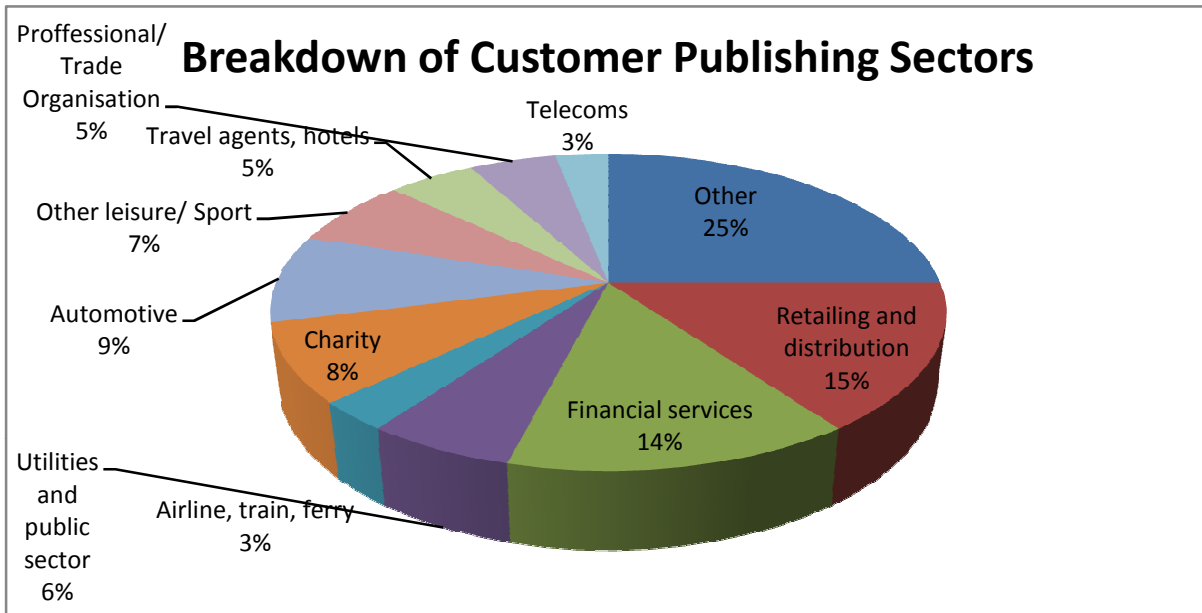


Other	25
Retailing and distribution	15
Financial services	14
Utilities and public sector	6
Airline, train, ferry	3
Charity	8
Automotive	9
Other leisure/ Sport	7
Travel agents, hotels	5
Professional/ Trade Orgar	5
Telecoms	3



source: APA/ Mintel survey of customer publications, 2006

# Average time spent reading a customer title: 25 minutes

