



# **BRITISH OPEN 2008**

**NATIONAL PRESS COVERAGE**  
18th - 21st July 2008

**TOTAL NUMBER OF ARTICLES: 51**  
**TOTAL CIRCULATION: 42,955,000**  
**TOTAL AD. VALUE \* : £479,220**  
**TOTAL PR VALUE \* : £1,437,657**

**GENERATED BY**

**TALBOT PUBLIC RELATIONS LTD**

\* (Value is calculated by measuring the advertising cost equivalent for each cutting)

\* (PR Value is calculated using a multiplier of 3 times the advertising value)



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### NATIONAL PRESS COVERAGE

18th - 21st July 2008

Title	Mentions	Size (sq.cm)	* Ad. Value (£)	* PR Value (£)	Circulation ('000)
DAILY EXPRESS	4	1777	26,764	80,292	2,961
DAILY EXPRESS	1	612	714	2,142	76
DAILY MAIL	3	1793	59,336	178,008	6,877
DAILY MAIL	1	546	2,795	8,385	125
DAILY MIRROR	5	3463	91,667	275,001	7,419
DAILY STAR	1	654	7,613	22,839	726
DAILY STAR - SUNDAY	2	1003	18,948	56,844	733
DAILY TELEGRAPH	1	595	11,074	33,222	863
EVENING STANDARD	1	570	7,370	22,110	300
GUARDIAN	2	820	4,809	14,427	708
INDEPENDENT	3	1962	12,072	36,216	722
INDEPENDENT ON SUNDAY	1	687	3,321	9,963	201
INTERNATIONAL HERALD TRIBUNE	4	1728	24,181	72,543	968
MAIL ON SUNDAY	1	285	12,050	36,150	2,238
MAIL ON SUNDAY (SCOTTISH)	1	863	5,758	17,274	114
NEWS OF THE WORLD	2	1021	48,211	144,633	6,278
OBSERVER	2	1111	8,740	26,220	908
PEOPLE	2	920	18,020	54,060	1,293
SCOTLAND ON SUNDAY	1	730	2,467	7,401	69
SCOTTISH SUNDAY MAIL	2	979	11,184	33,552	975
SUN	1	648	27,393	82,179	3,149
SUN (SCOTTISH EDITION)	2	1207	9,291	27,873	802
SUNDAY EXPRESS	1	410	6,417	19,251	658
SUNDAY EXPRESS (SCOTTISH)	2	1071	2,323	6,969	84
SUNDAY TELEGRAPH	2	1874	20,577	61,731	1,271
SUNDAY TIMES	1	247	8,350	25,050	1,187
TIMES	2	1367	27,774	83,322	1,253
<b>Total</b>	<b>51</b>	<b>28943</b>	<b>£479,220</b>	<b>£1,437,657</b>	<b>42,955,000</b>

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