



Newspaper circulation is decreasing as more and more people get their news electronically.

To stay current, all print newspapers now have online sites which continue their brand identity. Such sites can offer more up-to-date news and feel fresher, and by maintaining the newspaper logo and journalistic style, readers will often maintain their brand allegiance. However, online editions are costly to run and deliver less profit than print editions.

Choose one of the following newspapers and complete the table below: The Guardian, The Daily Mirror or The Times.

Who owns this newspaper?	
What are the circulation figures for the print version of this newspaper?	
What are the browsing figures for the online version of this newspaper?	
In what ways does the website try to mimic the print edition of the newspaper?	
Who advertises in the print edition of this newspaper?	
Who advertises on the online site of this newspaper?	