

CIRCULATION & REACH OF Audited Print Media for the Period  
2013

JULY 2012- June

Sl no.	Reach/Dzongkhag	Publications					
		Business Bhutan	Bhutan Today	Kuensel		The Journalist	The Bhutanese
				English	Dzongkha		
1	Bumthang	6	15	23	7	-	-
2	Chukha	27	116	710	161	154	177
3	Dagana	6	23	-	-	8	-
4	Gasa		-	-	-	-	-
5	Haa	18	23	90	60	19	13
6	Lhuntse	18	12	28	11	16	9
7	Mongar	18	23	132	85	19	24
8	Paro	101	123	384	141	117	106
9	Pema Gatshel	18	8	75	49	14	9
10	Punakha		5	67	11	11	49
11	Samdrup Jongkhar	117	32	109	56	16	31
12	Samtse	30	31	98	53	20	40
13	Sarpang	30	39	183	49	34	39
14	Thimphu	381	587	2,998	423	643	956
15	Trashigang	21	77	152	91	45	62
16	Trashy Yangtse	12	27	39	33	50	22
17	Trongsa	12	15	64	12	11	22
18	Tsirang	9	19	30	4	70	31
19	Wangdue Phodrang	18	43	157	49	42	18
20	Zhemgang	6	15	41	6	11	9
21	Total	848	1,233	5,380	1,301	1,300	1,617
22	PDF		58	1,541	-		69
23	Jaigoan	-	-	238	5	-	26
24	Grand Total	848	1,291	7,159	1,306	1,300	1,712

 Highest reach  
 Lowest reach

- \* Druk Neytshel opted for the circulation auditing but their records were not available and Bhutan Times also opted for auditing but their records were not auditable.

**Comparision of audited circulation figures of last four audit period  
(April - Sept 2010 to Jan - June 2012) of publications in Bhutan**

Publication	July12 - June 13	Jan - June 2012	July- Dec 2011	Jan-Jun 2011	Apr-Sept 2010
Kuensel (Eng)	7,159	6,530	5,667	5,494	6,150
Bhutan Observer	Online	2,409	Not opted	3,451	2,801
Bhutan Times	No records		Not opted	3,945	
Bhutan Today	1291	1,089	1,448	2,008	
Business Bhutan	848	Not opted	1,709		
Druk Neytshel	No records	Records not available			
The Journalist	1300	1,148	1,110		
The Bhutanese	1712	*712	Publicaton not started		

The Journalist includes average 412 copies supplied to DPT political party for issue dated 30.6.2013.

\* 712 figure for 3 months