

A curious notice appeared in *Lloyd's Weekly* in 1851, suggesting that Lloyd had exceeded his target circulation on 4 May. This must have been a one-off surge of interest in the Great Exhibition in Hyde Park that had opened on 1 May. Interest was intense, but *Lloyd's Weekly* was ill prepared, and the notice on 11 May acknowledges the shortfall. The average circulation was reported as 66,677 in the 9 November issue below. It was rising but still far below the target of 100,000. The 150,000 circulation figure must have represented the demand that was missed rather than the number sold.

*Lloyd's Weekly London Newspaper*, 11 May 1851, p.6

**IMPORTANT NOTICE.**

**POWERFUL NEW MACHINES**  
FOR THE  
**IMMENSELY INCREASED CIRCULATION**  
OF  
**LLOYD'S WEEKLY LONDON**  
**NEWSPAPER.**

The Sale of LLOYD'S WEEKLY LONDON NEWSPAPER having increased to an extent hitherto without a parallel in that of any other journal, it now possessing

**A CIRCULATION OF 150,000 WEEKLY,**  
and it having been found utterly impossible to complete the orders in time to enable the agents to supply their customers, the Proprietor has resolved to erect machines of greatly increased power, capable of

**PRINTING 10,000 COPIES AN HOUR;**  
so that the public may not experience disappointment in the future.

*Lloyd's Weekly London Newspaper*, 9 November 1851, p.6

**CIRCULATION OF**  
**LLOYD'S WEEKLY LONDON**  
**NEWSPAPER.**

**1851.**

**LLOYD'S WEEKLY LONDON**  
**NEWSPAPER,** } **3,000,500**  
From January 3, to November 9, }  
**FORTY FIVE WEEKS.**  
Being an average

**WEEKLY SALE OF 66,677 !!!**

Or an Increase in Sale of 221,542 in Forty-two Weeks of 1851 over the **WHOLE YEAR (Fifty-two Weeks)** of the preceding year, 1850.