

Relevance, Cost-Effectiveness & Reach

The **Free Press Series** has been at the heart of Chepstow, Monmouth, Abergavenny and Pontypool for many years.

An integral part of community life, it has a strong circulation and is a respected voice for local issues – the high number of local advertisers is testimony to this.

Why the Free Press Series?

- Over **6,000** copies are actively purchased every week
- A readership of over **17,000** adults
- The Free Press Series offers **unbeatable coverage** within its circulation area

Enjoy unbeatable, unrivalled local newspaper coverage by advertising in the Free Press Series and reach over 17,000 readers!

Key statistics

- Distribution – **6,279 (100% Paid For)** (ABC Jan – Jun 11)
- Readership – **17,363** (Jicreg Oct 11)

freepressseries.co.uk (Publisher's Statement: January 2012)

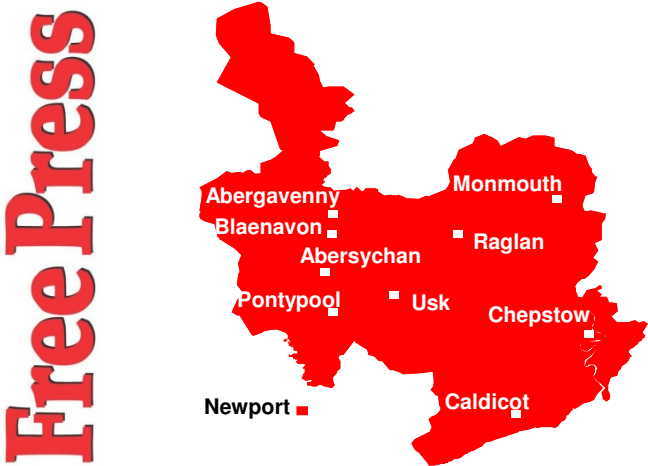
Unique Users – **14,251**

Page Impressions – **54,377**



Ask about our online advertising options and see how you can increase your reach 27% from as little as £10 per week!

Where are our readers?



Free Press

freepressseries.co.uk 40p Wednesday, May 4, 2011

Free Press

TCM CARPETS & BEDS
 Floor & Photo Studio
 Showrooms Near Crisp
 11 Laundry Place, Abergavenny HP12 2JN
 01783 862 426

The 1 Rifles in Afghanistan
SPECIAL REPORT: PAGES 12-13

Cheers! Pub wins award
SEE PAGE 7

'Help me get justice for my mother'

Plea as former shipyard worker dies of asbestosis

THE devastated daughter of a former shipyard worker who died from cancer in 2003 is appealing for her mother's 'honor' to be kept in memory for justice.

Grandmother of seven and

daughter of a former shipyard worker who died from cancer in 2003 is appealing for her mother's 'honor' to be kept in memory for justice.

Grandmother of seven and

Bubbles for royal wedding

Like Din Eadie, she is blowing bubbles as she and thousands of other people celebrate the wedding of Prince William and Catherine Middleton.

£250,000 damage caused by blaze

A fire at a house in Chepstow on Tuesday night caused £250,000 worth of damage to the property, the fire service said.

Chepstow Bookshop Events

Luke Gamble: Monday 9th May at 7.30pm at The Drill Hall. The Sky TV star of "The Boatman Boy" will be talking about his new book "The Boatman Boy".

John Byrne: Monday 16th May at 7.30pm at The Drill Hall. The author of the bestselling book and award-winning "The Boy in the Striped Pyjamas" will be talking about his new book "The Boatman Boy".

THE CHEPSTOW BOOKSHOP
 15 St Mary Street, Chepstow
 01291 42301 • www.chepstowbooks.co.uk

Castle Court Residential Home

Quality care on your doorstep. Castle Court, situated in the centre of Chepstow, offers a unique location. This site is one of the only sites that makes Castle Court special. For relaxed, professional care, superb facilities, five-star friendly residents and value for money, Castle Court is unsurpassable. Why not come and see us, just call in at any time or e-mail to see the answers you're looking for! For more information, visit www.castlecourtresidentialhome.co.uk or call 01291 423090 for a brochure.

Mosaic Profile – 30.15% of people within the Free Press Series readership area fall into the following categories...

(Source: Experian 2010 ©)

Group C: Suburban Comfort - comprises people who have successfully established themselves and their families in comfortable homes. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money, people can relax and focus on activities that they find intrinsically rewarding.

Group H: Blue Collar Enterprise - comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars, and provide a reliable source of labour to employers. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.

Who are our readers? (Source: Jicreg Oct 2011)

48% of our readers are male

52% of our readers are female

26% of our readers are aged between 25-44

43% of our readers are aged 55+

50% of our readers are classified within the ABC1 social demographic