

## Relevance, Cost-Effectiveness & Reach

The Penarth Times has been the voice at the heart of Penarth for over 120 years and is also an integral part of community life, well read by local people and carrying high numbers of local advertisers.

It has a vibrant classified section and a useful mix of local and national retail advertisements, attracting readers from all across the full range of socio-economic groups, establishing it as the number one read in the area.

## Why the Penarth Times?

- Over **5,000** copies are actively purchased every week
- A readership of over **12,000** adults
- The Penarth Times offers **unbeatable coverage** within its core circulation area, and is the leading title in terms of both circulation and readership in Penarth.

## Key Statistics

- Distribution – **5,080 (100% Paid For)** (ABC Jan – Jun 11)
  - Readership – **12,486** (Jicreg Oct 2011)
- penarthtimes.co.uk** – (Publisher's Statement: January 2012)

Unique Users – **16,351**      Page Impressions – **66,234**



**Ask about our online advertising options and see how you can increase your reach by 34% from as little as £10 per week!**

## Where are our readers?



Penarth Times

**TONY'S PIZZA DELIVERIES**  
*for delicious pizzas*  
 Tel 20 708577  
[www.tonyspizza.co.uk](http://www.tonyspizza.co.uk)

www.penarthtimes.co.uk
PROUD OF PENARTH
Thursday, April 28, 2011 45p

# Tributes paid to Penarth dad, 38

**BAREILY** friends and colleagues are mourning the loss of a Penarth dad who died on the 18th anniversary of his death (April 20).

The family of 38-year-old Richard Cox said the man's death was a "terrible loss".

Mr Cox was a husband and father of three children. He was a member of the Penarth Golf Club and a keen gardener. He was also a member of the Penarth Cricket Club and a keen supporter of the club.

Mr Cox was a member of the Penarth Golf Club and a keen supporter of the club. He was also a member of the Penarth Cricket Club and a keen supporter of the club.

**Dinas Powys Council Clerk was a 'fantastic colleague'**

TRIBUTES have been paid to Steve Powys, Community Council Clerk, following his death on April 15 at the age of 50.

Mr Powys was a "friendly and warm" man who was a "fantastic colleague".

Mr Powys was a "friendly and warm" man who was a "fantastic colleague".

TRAGIC LOSS: Devoted dad from Richard Cox died on Monday.

### Hurray for Harry!

ONE half of Penarth's oldest couple set to celebrate his 100th birthday this weekend - two months after his wife celebrated her centenary.

Harry Jones, 97, and his wife, Edith, 95, will be celebrating their centenary on April 21. They were married in 1934 and have been together for 77 years.

### GRABIT PLANT HIRE LTD

318 VALE ENTERPRISE CENTRE, HAYES RD, SULLY.

CALL 01496 7855 OR VISIT OUR WEBSITE [www.grabitpenarth.co.uk](http://www.grabitpenarth.co.uk)

CONTRACTORS ALL SIZE PLANT WITH DRIVER FOR HIRE AT REASONABLE PRICES FOR ALL YOUR CONSTRUCTION NEEDS

GRAB HIRE SERVICE WASTE DISPOSAL SITE CLEARANCE JACKING DELIVERIES

## Mosaic Profile... within the Penarth Times readership area 40.97% of people fall into the following categories... (Source: Experian 2010 ©)

**Group A: Symbols of Success** - Symbols of Success contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits.

**Group C: Suburban Comfort** - 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.

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

**47%** of our readers are male

**53%** of our readers are female

**32%** of our readers are aged between 25-44

**38%** of our readers are aged 55+

**60%** of our readers are classified within the **ABC1** social demographic