

## Relevance, Cost-Effectiveness & Reach

The **South Wales Argus** is the largest selling local newspaper in South East Wales. Long established as the leading newspaper throughout the area, this dominance is not only reflected in our daily sales and readership figures but through our high advertising response levels.

## Why the South Wales Argus?

- Over **23,000** copies of the newspaper are **actively purchased daily** by the people of Newport and Gwent
- The paper is the **leading title** in terms of **readership and circulation** in a number of key areas including Newport, Cwmbran, Risca and Blackwood

**Enjoy unbeatable, unrivalled local newspaper coverage by advertising in the South Wales Argus and reach over 58,000 readers!**

## Key statistics

- Circulation – **23,332 (100% Paid For)** (ABC Jan – Jun 11)
- Readership – **58,334** (Jicreg Oct 2011)

[southwalesargus.co.uk](http://southwalesargus.co.uk) – (Publisher's Statement: January 2012)

Unique Users – **228,579** Page Impressions – **2,032,752**



**Ask about our online advertising options and see how you can increase your reach by 25%**

## Where are our readers?



## Mosaic Profile – 32.94% of people within the South Wales Argus 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)



**51%** of our readers are male



**49%** of our readers are female



**29%** of our readers are aged between 25-44



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



**42%** of our readers are classified within the **ABC1**