

Relevance, Cost Effectiveness & Reach

With an extensive distribution to homes and local businesses across Newport, Cwmbran and Risca our free newspaper, The Weekly Argus is the leading weekly title within the county in terms of both distribution and readership.

Its leading nature is not only reflected in its weekly distribution and readership figures but also in its high advertising response levels. It has succeeded in maintaining its prominence by continuing to offer a strong local news service, and is regarded as an essential information source for the people of **Newport, Cwmbran and Risca.**

Unrivalled local weekly newspaper coverage

Why the Weekly Argus?

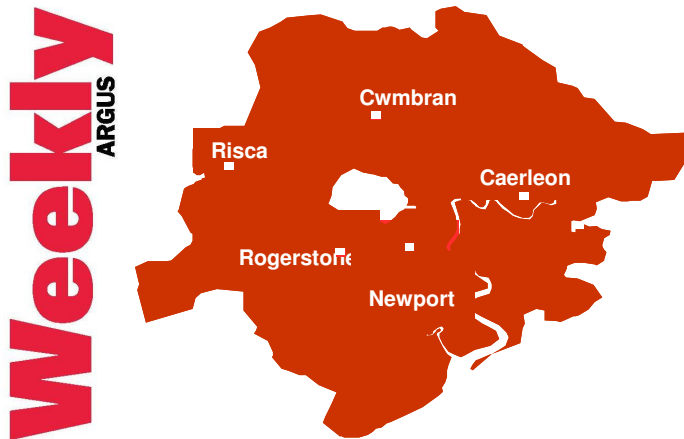
- Over **19,000** copies are distributed free of charge across **Newport, Cwmbran and Risca**
- A readership of over **27,000** adults
- The Weekly Argus offers **unbeatable free newspaper coverage** within the local area.

Key statistics

- Distribution – **19,181 (100% Free)** (ABC Jan – Jun 11)
- Readership – **27,257** (Jicreg Oct 2011)

Advertise in the Weekly Argus and gain access to over 27,000 readers every week.

Where are our readers?





FREE QUOTE
01633 810000

Weekly

NEWPORT, CWMBRAN & RISCA **ARGUS** **Friday, April 29, 2011**



Let's get this royal party started!

The Royal Wedding

FOR one of the earliest royal weddings they can remember, the residents of 73 Card Court in Newport celebrated their 25th anniversary on Friday of 2011 by the... [Click here to read the full article](#)

INSIDE YOUR Weekly

HERE'S ANOTHER!
Program went together... [page 2](#)

BUTCHER'S JOY!
Quality counts when you... [page 2](#)

ESTER MINUTE!
Maddox for a... [page 9](#)

SPECIAL BREW
Edward... [page 21](#)

Designs for your lifestyle

NOW OPEN IN CWMBRAN

20% off Designer Frames
£5 Eye Test with this advert valid til 1st June
Only available at Cwmbran store

THE OPTIC SHOP No.1 The Parade, Cwmbran, 01633 866846
27a High Street, Newport, 01633 248545

INSIDE: News 2-9, Crossword 4, What's On 12, Motors 16, Sport 20

Mosaic Profile...

(Source: Experian 2007 ©)

- within the Weekly Argus readership area 45.28% of people fall into the following categories



Group D: Ties of Community – comprise people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns, most of these people own their homes, have their own cars and hold down responsible jobs.



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 and focus on providing comfort and value to family individualistic members.

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+



48% of our readers are classified within the **ABC1** social demographic

Contact us: 01633 810000