

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 **20,000** copies are distributed free of charge across **Newport, Cwmbran and Risca**
- A readership of over **28,000** adults
- The Weekly Argus offers **unbeatable free newspaper coverage** within the local area.

Key statistics

- Distribution – **20,115 (100% Free)** (ABC Jul – Dec 09)
- Readership – **28,637** (Jicreg April 2010)

Advertise in the Weekly Argus and gain access to over 28,000 readers every week. Unbeatable local weekly free newspaper coverage

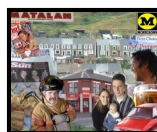
Where are our readers?



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

Who are our readers?

(Source: Jicreg April 2010)



47% of our readers are male



53% of our readers are female



31% of our readers are aged between 25-44



38% of our readers are aged 55+



47% of our readers are classified within the **ABC1** social demographic