

Relevance, Cost-Effectiveness & Reach

Established in 1878, the **Gazette Series** has served communities within the counties of Gloucestershire and South Gloucestershire for over 100 years.

Circulated in a wide catchment area, the paper has three editions:

Gloucestershire - Thornbury - Chipping Sodbury/Yate

The papers are regarded by the people of the area as an established and reliable source of local news which offers specific coverage within each edition and reflects the diversity of the **Gazette** circulation area.

Why the Gazette?

- Over **12,000 copies** are actively purchased every week
- A readership of over **33,000 adults**
- The Gazette offers **unbeatable coverage** within it's circulation area

Key statistics

- Circulation – **12,265 (100% Paid For)** (ABC Jan – Jun 11)
- Readership – **33,942** (JICREG Oct 11)

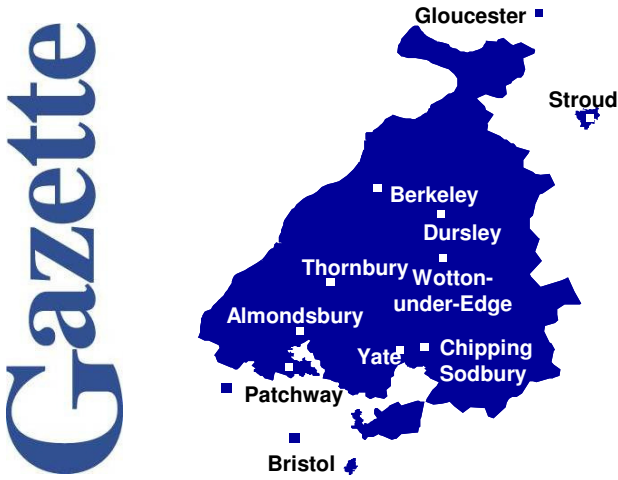
gazetteseries.co.uk (publishers statement January 2012)

- Unique Users – **28,720** Page Impressions – **119,825**



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Where are our readers?



Mosaic Profile - within the Gazette readership area 43.83% of people fall into the following categories...

(Source: Experian 2007 ©)








Group B: Happy Families - contain people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses. The focus of expenditure is on equipment for the home and garden, and the immediate family unit is the principal focus of leisure activities.



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)

-  **49%** of our readers are male
-  **51%** of our readers are female
-  **28%** of our readers are aged between 25-44
-  **40%** of our readers are aged 55+
-  **58%** of our readers are classified within the **ABC1** social demographic