

## Relevance, Cost-Effectiveness & Reach

The Gloucestershire Independent is an established and popular paper amongst the people of South Gloucestershire. The paper has a buoyant readership and strong reputation, enabling advertisers to reach a high proportion of consumers in the area.

The Independent covers the South of Gloucestershire, including the towns of Dursley, Cam, Stroud, Nailsworth, Stonehouse, Minchinhampton, Kings Stanley, Leonard Stanley, Tetbury, and Cirencester.

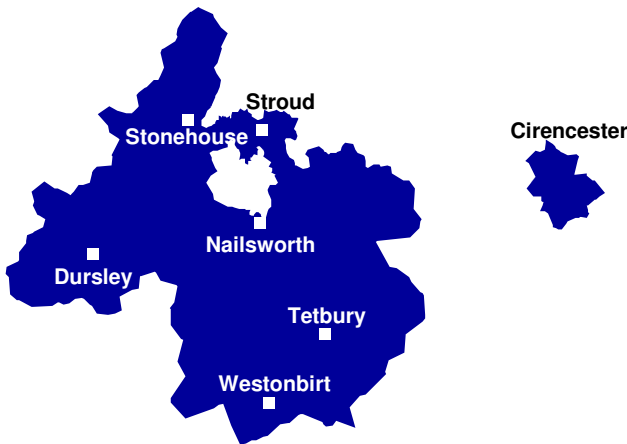
## Why the Independent?

- Distribution of over **16,000**; each paper delivered direct to the homes of **potential customers**
- A readership of over **23,000** adults
- The independent offers **unbeatable coverage** within it's circulation area

## Key statistics

- Distribution **16,003** (100% Free) (ABC Jan – Jun 11)
- Readership **23,133** (JICREG Oct 2011)

## Where are our readers?



Gloucestershire

# Independent

Thursday, April 7, 2011 20p where sold

NEWS ■ CARS ■ JOBS ■ SERVICES ■ PROPERTY ■ EVENTS

**Teen sensation's CD sales to help quake victims** Page 10

**£3.6m road repair boost**

**Bakers bid to taste competition victory**

**County police force changes**

**JUST FABRICS**

**STROUD AUCTION** Next Sale 13th & 14th April

**GLoucestershire** is to receive £2.6million to help repair winter damaged roads. In the recent budget, the Government announced that it would provide an extra £260million to English councils to help repair potholes and complete the Government's 'fixing roads' programme. The county council had been expecting £1.8million. Gloucestershire's promised share of £100million pot of cash. However, the Department for Transport has informed the county it will now receive £2.6million. Following the severe weather which Gloucestershire in December, priority schemes have been identified where repair work is needed urgently. The cash will be used to pay for some of these schemes, which range from pothole repairs to resurfacing and complete resurfacing projects. Taxis have been out of the most serious damage. Around 1,000 potholes have been filled since the start of 2011 with 70,700 being filled since April 2010. On Gloucestershire, a specific amount £4m per year on repairing potholes and which as well as £16million in Gloucestershire the resurfacing schemes. When winter damage is severe, money is diverted from the central programme into essential pothole repairs. Cllr Jim Woodington, cabinet member for environment, said: "It is really Gloucestershire that was an amazing opportunity that we were wanting to repair our roads. This money will go some way to meeting the repair backlog, but we need £2.6m. Inspired by county show Steve Clegg to set up the Gloucestershire House competition at Cirencester's Cornhill on April 11. The event will raise money for Cotswold Breadthrough Breast Cancer and the Helen and Douglas Hospice. Professionals can enter for £20 and adults for £10, while there will be a free gingerbread making for youngsters. For information, see [www.breadandhelen.co.uk](http://www.breadandhelen.co.uk)

**FLINDRADER** Cllr Helen is hoping the event will raise money for Cotswold Breadthrough Breast Cancer and the Helen and Douglas Hospice. Professionals can enter for £20 and adults for £10, while there will be a free gingerbread making for youngsters. For information, see [www.breadandhelen.co.uk](http://www.breadandhelen.co.uk)

**THE** shape of policing in Gloucestershire has changed after a restructuring programme was introduced. The programme, which will see the force split into three areas, will be implemented on the last day of March. The Chief Constable of Gloucestershire, Tony Melville, said it was the most significant restructuring of policing in the county since 1991. He said: "The time is right for a new approach to policing in Gloucestershire because we need to be at the heart of our communities and be more visible and accessible than we've been before. Further to this there will be three regional 'hubs' all based on the areas covered by local policing teams and again led by inspectors. "We've based the restructuring on putting our officers in the places with the most demand there is most demand for our services. The new structure sees the force split into three areas. These are Cheltenham, Gloucester, Forest, Cotswolds and Stroud, each led by a superintendent. There will be nine local policing teams, including one each for Stroud and the Cotswolds, led by an inspector."

**NEW ONLINE STORE NOW OPEN** **RESPONSE TO MEASURE CURTAINS & ROUNDS** [www.JUSTFABRICS.co.uk](http://www.JUSTFABRICS.co.uk) BURFORD on the A48 ROAD (01993 823391) CHELTENHAM near the M40 (01262 530423)

**STROUD AUCTION** Next Sale 13th & 14th April at 10am incl. silver, watches & jewellery Viewing Tuesday 12th April 10am - 7pm Entries invited for our May Coins, Medals & Stamps Auction **FREE VALUATIONS** Every Friday & Saturday or at your home by appointment 01453 473000 / [www.stroudauctions.com](http://www.stroudauctions.com) The Old Barn, Bear of Rodborough, Stroud

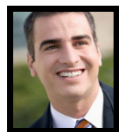
## Mosaic Profile... (Source: Experian 2007 ©)

- within the Gloucestershire Independent readership area 38.98% of people fall into the following categories

**Group B: Happy Families** - contains 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** - 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



52% of our readers are classified within the ABC1 social demographic



29% of our readers are aged between 25-44



53% of our readers are female



42% of our readers are aged 55+

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