

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 **16,900**; each paper delivered direct to the homes of **potential customers**
- A readership of over **24,000** adults
- The independent offers **unbeatable coverage** within it's circulation area

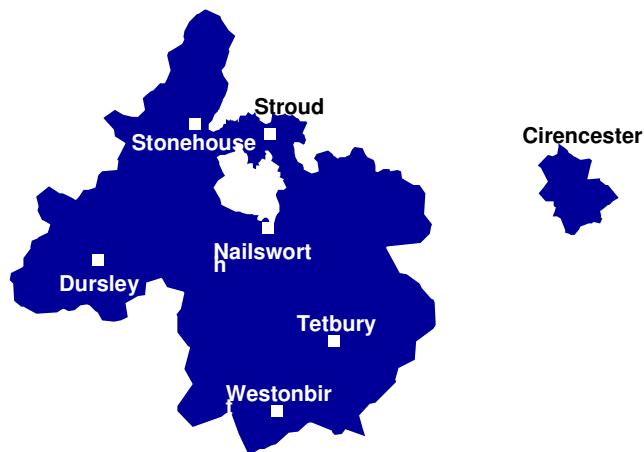
Key statistics

- Distribution **16,907** (100% Free) (ABC Jul - Dec 09)
- Readership **24,485** (JICREG April 2010)

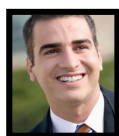
Mosaic Profile... (Source: Experian 2007 ©)

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

Where are our readers?



Who are our readers? (Source: Jicreg April 2010)



47% of our readers are male



53% of our readers are classified within the **ABC1** social demographic



30% of our readers are aged between 25-44



53% of our readers are female



40% of our readers are aged 55+



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.