Relevance, Cost-Effectiveness & Reach

The Stroud News & Journal is **the largest selling local newspaper** for Stroud, Stonehouse, and much of the surrounding areas.

Stroud News & Journal leads the regional newspaper sales market and is the **number one choice** for local readers.

Why the Stroud News & Journal?

• Over **11,000 copies actively purchased every week** and **read by over 32,000** adults

• The Stroud News & Journal offers **unbeatable coverage** within it's circulation area

• The Stroud News and Journal is the leading newspaper title in **Stroud & Stonehouse,** in terms of both circulation and readership

Key statistics

- Circulation – **11,756 (100% Paid For)** (ABC Jan – Jun 11)
- Readership – **32,142** (JICREG Oct 2011)

stroudnewsandjournal.co.uk

- Unique Users – **38,356** - Page Impressions – **220,255**

(Publishers Statement January 2012)

Ask about our online advertising options and see how you can increase your reach by 26% from as little as £10 per week!

Where are our readers?

Mosaic Profile... within the Stroud News & Journal readership area 34.51% 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)

48% of our readers are male

52% of our readers are female

27% of our readers are aged between 25-44

41% of our readers are aged 55+

55% of our readers are classified within the **ABC1** social demographic