

Relevance, Cost-Effectiveness & Reach

Spread across the Counties of **Gloucestershire** and **north Wiltshire**, the paper serves a wide catchment area. This paid-for weekly publication has a dominance that is not only reflected in its circulation and readership figures, but also in the high advertising response levels it provides for its advertisers each week. Regarded as the local read, the paper is well respected and has a key role in the life of the community it serves.

Why the Wilts & Glos Standard?

- Over **11,000 copies** actively purchased every week and read by **over 31,000 adults**
- The Wilts & Glos. Standard offers **unbeatable coverage** within it's circulation area
- The Wilts & Glos Standard is the leading newspaper in terms of circulation and readership in **Cirencester, Fairford Lechlade and Tetbury**

Key statistics

- Circulation – **11,250 (100% Paid For)** (ABC Jan – Jun 11)
- Readership – **31,350** (JICREG Oct 2011)

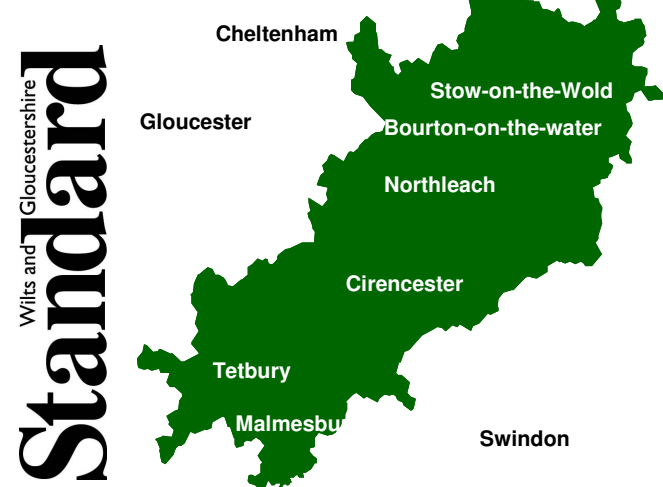
wiltsglosstandard.co.uk

Unique Users – **41,454** Page Impressions – **252,605**
(Publishers Statement January 2012)



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Where are our readers?



Crisis forces sports rethink

AMBITIOUS plans to revolutionise sports provision at Cirencester College with a £4million complete have been scaled down because of the economic crisis. The existing project that would have given college students new sports facilities and eight new classrooms was due to be completed this summer. However, funding cuts have meant the college has had to scale back its plans. A recently commissioned consultant's report advised that the college should give itself more time to launch a successful fundraising effort. Although it is not as ambitious as the original plan to even think about a scaled-down version of the sports hall, it is a reality check. **Turn to page 2**

Royal celebration is strictly a family affair



Her Majesty The Queen and the Duke of Edinburgh leave Holy Trinity Church with Peter and Autumn Phillips and baby Savannah and the Rev Colin Carter. **Photo by Ian Peacock**

The Holy Trinity Canon conducted a low-key ceremony that was attended by close friends and family. Arrived photographer Ian McDonald, 60, captured the moment when the Queen and the Duke of Edinburgh stepped out of the church. The Queen was dressed in a lime-green suit and hat and looked on proudly as the mood bride Peter and his 35-year-old bride Autumn Phillips, the Queen's eldest grandchild, and his wife Autumn, 32. Dressed in a traditional cream-colored suit and bow tie, Peter was joined by Peter's sister Zara Phillips, 20, and her fiancé, England rugby star Mike Tindall.

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COTSWOLD ROYAL WEDDING EVENTS

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Mosaic Profile... within the Wilts & Glos Standard readership area 46.82% of people fall into the following categories (Source: Experian 2007 ©)

- Group A: Symbols of Success** - contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits.
- Group K: Rural Isolation** - contains people whose pattern of living is distinctively rural. These are places where people with different levels of income share attachments to local communities, and where engagement with the community and with the natural environment are more important to most residents than material consumption.

Who are our readers? (Source: Jicreg Oct 2011)

- 48%** of our readers are male
- 52%** of our readers are female
- 26%** of our readers are aged between 25-44
- 43%** of our readers are aged 55+
- 59%** of our readers are classified within the **ABC1** social demographic