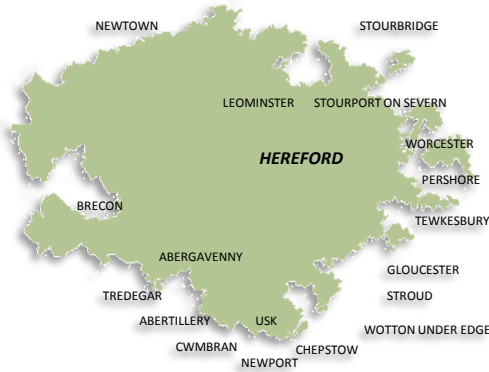


NEWSPAPER - WEBSITE - TABLET/MOBILE - SOCIAL MEDIA

Delivering a loyal and local audience



Combined Audience

Our digital audience is up 13% year on year, connecting advertisers with growing numbers and attracting younger generations new to the brand

2015 vs 2014 (Cumulative Unique Users)

Weekly

Print
66,869

Digital
24,020

Combined
78,682

Monthly

Print
94,676
(4 inserts)

Digital
75,229
(4 weeks)

Combined
124,196

*JICREG/Etelmar May 2016

PRINT

DEMOGRAPHICS

ABC1 54%
C2DE 46%

PRINT READERS

MALE 49%
FEMALE 51%

PRINT READERS

OVER 46%
Of Hereford Times readers are aged 55+

ONLINE

DEMOGRAPHICS

ABC1 67%
C2DE 33%

ONLINE READERS

MALE 45%
FEMALE 55%

ONLINE READERS

OVER 67%
Of Hereford Times online readers are aged 15-54

herefordtimes.com

JICREG May 2016

