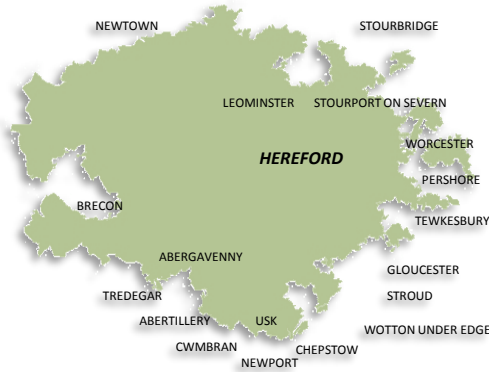


NEWSPAPER - WEBSITE - TABLET/MOBILE - SOCIAL MEDIA

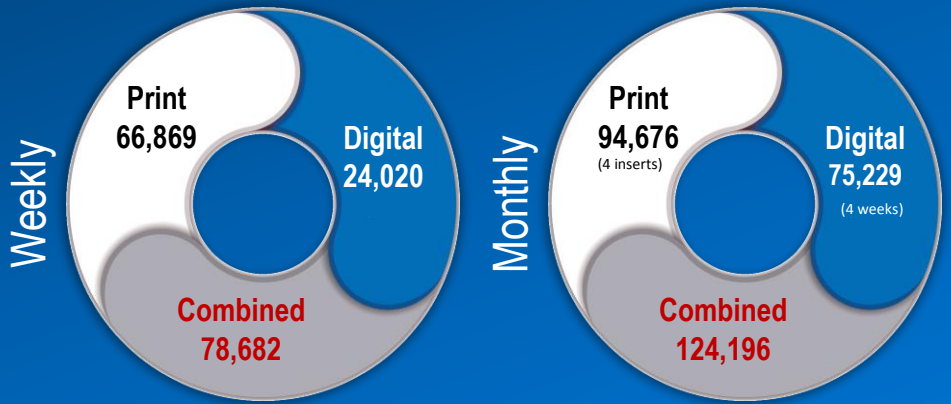
Delivering a loyal and local audience



## 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)



\*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

