

# Relevance, Cost Effectiveness & Reach

The Hereford Times established in 1832 is an exemplary paid-for weekly newspaper. It is one of the top ten weekly paid-for newspapers, ranked by circulation, in the country.

It has high household penetration in both the city of Hereford, county towns and the rural areas of Herefordshire and surrounding counties.

## Why the Hereford Times?

- Over **33,000** papers are **actively purchased every week** by the people of Herefordshire
- A readership of **over 92,000 adults every week**
- The Hereford Times is the leading paid for paper in the local area

## Key statistics

- Distribution **33,886 (100% Paid For)** (ABC Jan – Jun 11)
- Readership **92,001** (Jicreg Oct 2011)

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[herefordtimes.com](http://herefordtimes.com) – (Publishers Statement – January 2012)






Unique Users – **117,157**

Page Impressions – **813,342**



**Advertise in the leading paid-for publication in Hereford and reach over 95,000 adult readers**

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

	<p><b>48%</b> of our readers are male</p>		<p><b>52%</b> of our readers are female</p>
	<p><b>25%</b> of our readers are aged between 25-44</p>		<p><b>45%</b> of our readers are aged 55+</p>
	<p><b>54%</b> of our readers are classified within the <b>ABC1</b> social demographic</p>		

# Hereford Times

Thursday, May 5, 2011 [herefordtimes.com](http://herefordtimes.com) 70p

**HAVE YOU GOT WHAT IT TAKES TO BE A MODEL? COULD YOU BE THE FACE OF FIT? THE SEARCH IS ON TO DISCOVER TWO YOUNG MODELS TO BE THE FACES OF FIT'S AUTUMN CAMPAIGN.**

**FOR FULL DETAILS SEE PAGE 148**

## Probe into death of 'anybody's favourite grandad' re-opened

# Who killed Albert?

**By BILL TANNER**

A £10,000 price has been put on the head of whoever killed "anybody's favourite grandad".

Police this week confirmed that they are re-investigating the death of Albert Royal of the Hop Pole pub by a man they called 'anybody'.

The 75-year-old, who survived the Second World War, is thought to have fought with thieves to defend the one room he gained, some back in November 2006.

Now, a £10,000 reward is offered by the police to find those thieves in the county.

Detective Chief Inspector Andy Hughes said a 20-strong team of investigators would go over the original investigation again.

"Apache server really went away and information we've had since suggests we have people out there who know exactly what happened."

"Ten years on, it seemed the right time to review what we had and have another go," said DCI Hughes.

The Royal family is right behind Apache. Albert's nephew David said the pain and anger at the death of a man they called "anybody's" favourite grandad is still as raw as ever was.

"But they didn't just kill a man, they killed a way of life," said David.

The family is sure the killer would have fought back. He had already agreed to give burglars "hell" after being targeted by them previously.

Although it was a heart attack that took Albert Royal's life, a post mortem revealed bruising consistent with an assault that two Home Office pathologists described as a "poorly defined" stab attack.

At an inquest into the death in May 2002, the Apache team on 1005 100 111 Cromwellers Lane, David Hughes returned as an unlawful killing verdict and urged police to continue their investigation.

• The £10,000 reward offered by West Mercia Police is for information leading to the conviction of those involved in Albert Royal's death. Call the Apache team on 1005 100 111. Cromwellers Lane

■ Background page 2. ■ Opinion page 25.

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## Where are our readers? Source: JICREG Oct 2011



## Mosaic Profile – 43.81% of our people within the Hereford Times readership area into the following categories... (Source: Experian 2007 ©)

**Group D: Ties of Community** - Comprises of people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in small industrial towns, most of these people own their homes, have their own cars and hold down responsible jobs.

**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.