

Relevance, Cost Effectiveness & Reach

Established, in 1855, The Ludlow & Tenbury Wells Advertiser is a quality paid-for weekly newspaper. There are two news editions covering the market towns of Ludlow and Tenbury Wells.

With strong retail, property, motors, entertainment, recruitment and classified sections, it is the primary choice for its loyal readers and advertisers.

Why the Ludlow & Tenbury Wells Advertiser?

- Over **4,000** papers are **actively purchased every week** by the people of Ludlow and Tenbury every week
- A readership of **over 11,000** adults every week**
- The Ludlow & Tenbury Wells Advertiser is the leading paper in terms of circulation and readership in both **Ludlow** and **Tenbury** and providing unrivalled coverage within this area.

Key statistics

- Distribution **4,464 (100% Paid For)** (ABC Jul - Dec11)
- Readership **11,906** (Jicreg April 2012)

Enjoy excellent local paid-for newspaper coverage by Advertising in the Ludlow & Tenbury Wells Advertiser and reach over 11,500 readers!

Who are our readers? (Source: Jicreg April 2012)



49% of our readers are male



51% of our readers are female



22% of our readers are aged between 25-44

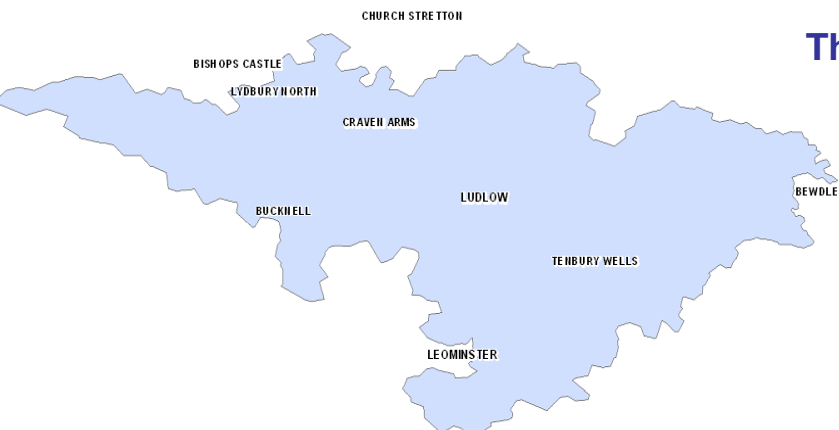


50% of our readers are aged 55+



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

Where are our readers?



LUDLOW & TENBURY WELLS
Advertiser

Contact us: 01432 845841

LUDLOW Advertiser



TENBURY WELLS Advertiser

Swan Cabs 01584 810310
Should I play it one more time? - page 22
George plays a 'vicious' dragon - page 7
Director's future in films set to take off - Page 8
Should I play it one more time? - Page 22

We just want to see our precious grandchildren

By Adrian Kibbler

A HILARIOUSLY touching episode from Tenbury Wells has had an impact with their line of grandchildren, as a support group for people in the same situation.

Norma and Alan Moore, 70, say they have been their grandsons since they were born. They have a support group for people in the same situation.

"I was born in 1940, before the war, and my father was terminally ill with cancer," says Norma. "We did not cope with it and my mother died. I was left with my two children, Alan and Norma, and they have not seen their grandsons since they were born. I have a support group for people in the same situation."

She says she has been told that the grandchildren have no idea of their grandmothers' lives. "I have a support group for people in the same situation. I have a support group for people in the same situation."

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Mosaic Profile – 70.13% of people within the Ludlow & Tenbury Wells Advertiser readership fall into the following categories... (Source: Experian 2007 ©)



Group J: Grey Perspectives - Grey Perspectives consists mostly of pensioners who own their homes and who have some source of income beyond the basic state pension.. Today many of these people have quite active lifestyles and are considered in their purchasing decisions.



Group K: Rural Isolation - 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.

Thriving local website...

Ludlowadvertiser.co.uk

Unique Users: **11,116** Page Impressions: **55,180**
(Publisher's Statement – April 2012)



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