

## Relevance, Cost Effectiveness & Reach

The Bromsgrove & Droitwich Spa Advertiser is a quality, free weekly newspaper with two news editions serving the towns of Bromsgrove and Droitwich Spa.

The quality of the product is illustrated by the fact that although being a free paper, 628 copies are sold each week.

Comprehensive news, sport, property, motoring, recruitment, entertainments and classified sections provide an informative and relevant read for the readership.

## Why the Bromsgrove and Droitwich Spa Advertiser?

- Distribution of over **32,000\***; each paper delivered direct to the homes of potential customers
- A readership of over **47,500\*\*** adults each week

## Key statistics

- **Distribution – 32,457\* (98.00% Free)** (ABC Jan – Jun 11)
- **Readership – 47,770\*\*** (JICREG Oct 2011)

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



**47%** of our readers are male



**53%** of our readers are female



**30%** of our readers are aged between 25-44



**42%** of our readers are aged 55+



**57%** of our readers are classified within the **ABC1** social demographic

**Bromsgrove Advertiser**  
Wednesday, May 4, 2011 Incorporating the Bromsgrove Messenger

**BROMSGROVE FAMILY DENTAL PRACTICE**

Welcomes you..

**Examination £17 to include scale and polish**

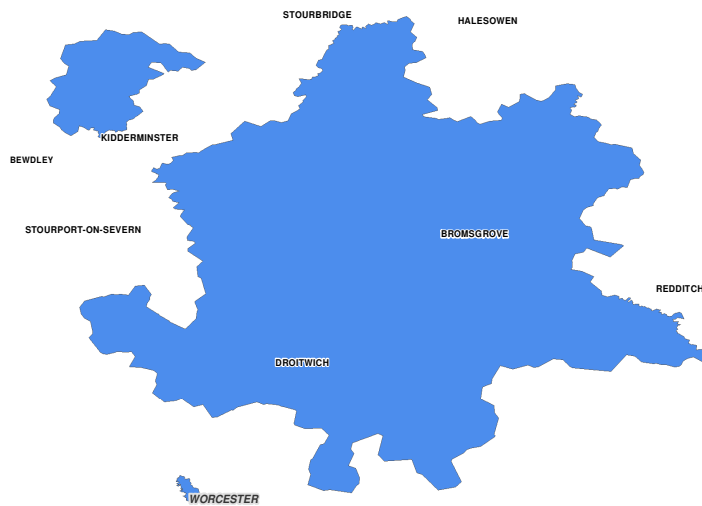
- Implants £1799 per tooth • Tooth Whitening
- Preventative Treatment • Modern Equipment and Technology
- Cosmetic Dentistry • Gum Disease Treatments
- Invisible braces • Sedation Service for nervous patients
- Wheel Chair Access • Male and Female Dentists
- Sports Mouthguards

**NEW FOR JUNE 2011 BEAUTY CLINIC**

1A Highfield Road, Bromsgrove B61 7BD • 01527 874537

NEW PATIENTS ALWAYS WELCOME . EMERGENCIES SEEN ON THE SAME DAY

## Distribution Area



## Website Statistics

[bromsgroveadvertiser.co.uk](http://bromsgroveadvertiser.co.uk)

Unique Users – **18,531** Page Impressions – **93,116**

[droitwichadvertiser.co.uk](http://droitwichadvertiser.co.uk)

Unique Users – **8,091** Page Impressions – **34,044**

(Publisher's Statement – January 2012)

Ask about our online advertising options and see how you can increase your reach by 15%

## Mosaic Profile...

- within the Bromsgrove and Droitwich Spa Advertiser readership area over 35% of people fall into the following categories

(Source: Experian 2007 ©)



**Group A: Symbols of Success** - 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 C: Suburban Comfort** - Suburban Comfort comprises people who have successfully established themselves and their families in comfortable homes. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money, people can relax and focus on activities that they find intrinsically rewarding.