

Relevance, Cost Effectiveness & Reach

The **Dudley News** is a quality, free weekly newspaper serving the town of Dudley and its surrounding area. With authoritative and progressive local news coverage, the Dudley News is well respected in the community.

With high household penetration in and around Dudley, it is by far the best medium for promoting your goods and services. The Dudley News is part of a group of newspapers encompassing Dudley, Stourbridge and Halesowen. The three title package offers comprehensive coverage of the Merry Hill Shopping Centre.

Why the Dudley News?

- Over **30,000 copies** are distributed to homes in Dudley every week, and is read by over **45,000 adults** weekly
- The Dudley News offers **unbeatable coverage** within its distribution area

Key Statistics

Distribution – 30,476 (100% Free) (ABC Jan – Jun 11)

Readership – 45,235 (JICREG Oct 2011)

Ask about our online advertising options and see how you can increase your reach By 19% from as little as £10 per week!

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



47% of our readers are male



53% of our readers are female



31% of our readers are aged between 25-44

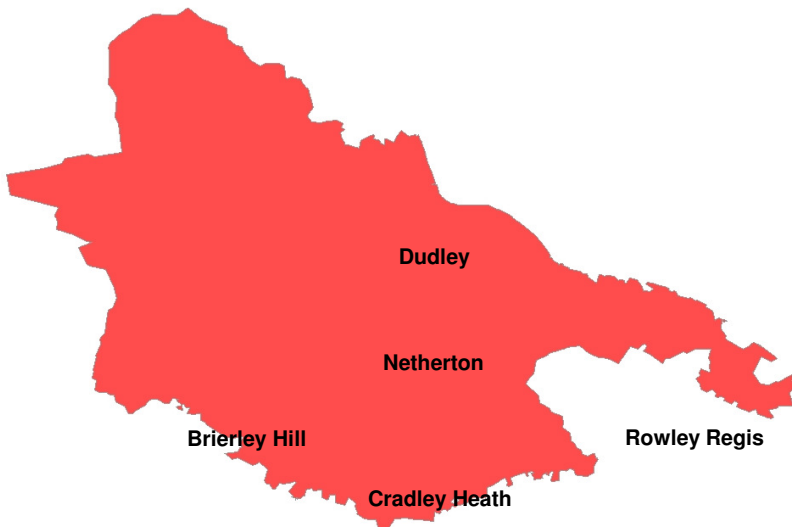


41% of our readers are aged 55+



40% of our readers are classified within the **ABC1** social demographic

Where are our readers?



Dudley News

dudleynews.co.uk Wednesday May 4, 2011 61p

Hammer attack in jeweller's terrifying ordeal

SHOP RAID

It's a right Royal day of fun

RAIDED! Beifa Jewellers
A GANG kidnaped a jewellery shop owner from his Dudley home and held his family captive while he was forced to open up his store during a terrifying ordeal.

A group of five men broke into the 40-year-old home at 7.30pm on Friday as they prepared for the night. One of the men held his wife and child together in their arms as the other three drove him to the shop. Beifa Jewellers of Nottingham Road, St. John's Park, Coventry.

The owner was forced to open up, but once inside was able to raise the alarm by pressing a panic button which alerted police.

• Turn to page 3 for more.

Capital Appliance Centre **A SAFER BET THAN THE NET!** **CLEARANCE!**

A Family Business EURONICS FAST DELIVERY • CASH 'N' CARRY

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Our papers reach a total print and online audience of 221,000* each week

Mosaic Profile... (Source: Experian 2007 ©)

- within the Dudley News readership area 46.55% of people fall into the following categories



Group D: Ties of Community - comprise people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns,

most of these people own their own homes, drive their own cars and hold down responsible jobs.



Group H: Blue Collar Enterprise - Blue Collar Enterprise comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their

right to buy. They own their cars, and provide a reliable source of labour to employers.

Thriving local website...

dudleynews.co.uk

Unique Users – **23,866**

Page Impressions – **88,339**

(Publisher's Statement January 2012)