

Relevance, Cost Effectiveness & Reach

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

With high household penetration in and around Halesowen, it is by far the best medium for promoting your goods and services.

The Halesowen News is part of a group of newspapers encompassing Halesowen, Stourbridge and Dudley. The three title package offers comprehensive coverage of the Merry Hill Shopping Centre.

Why the Halesowen News?

- Over **35,000 copies** are distributed to homes throughout Cradley Heath, Blackheath, Halesowen, and Romsley and are read by over **52,000** adults every week.
- The Halesowen News is the **leading title in Halesowen** in terms of circulation and readership

Key statistics

Distribution – 35,008 (99.5% Free) (ABC Jan – Jun 11)

Readership – 52,435 (JICREG Oct 2011)

Ask about our online advertising options and see how you can increase your reach by 20%

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



40% of our readers are aged 55+



44% of our readers are classified within the **ABC1** social demographic

Where are our readers?



Halesowen News

halesowennews.co.uk Thursday May 5, 2011 65p

INSIDE



Mountain challenge
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Down at the allotment
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Hospital hit by virus outbreak

Visitors banned from six wards

By Sarah Cousin

HEALTH chiefs have closed six wards to visitors at Sandwell General Hospital following an outbreak of the vomiting and sickness bug norovirus.

Twenty-eight patients have been struck down by the bug, known as winter vomiting virus, in three wards, but visitors have been barred from two entire floors to prevent it spreading.

Figures released yesterday revealed 13 patients are suffering from norovirus on the rehabilitation ward, the trauma ward, and right on the intensive care ward.

General manager David Richards said the public were also being urged not to visit either Sandwell or Halesowen hospitals if they have had any sickness or diarrhoea symptoms in the last 12 hours.

He said that this was vital "so that the spread of infection can be prevented and controlled appropriately".

Richards added: "It is also important that members of the public remember to wash their hands and use the alcohol gel provided when entering and leaving ward and clinics.

Washing hands properly not only reduces the risk of spread of infection with norovirus within the wards and clinical areas, but also reduces the risk of infection to visitors."

The outbreak comes just three weeks after Sandwell and West Birmingham Hospitals NHS Trust highlighted high levels of hygiene standards to announcing revised fire risks for the potentially deadly superbug MRSA and Clostridium difficile for the last 12 months.

Trust group and public relations manager Vicky Rogers said the six wards on three floors and four at the Sandwell hospital would remain closed until the virus has been cleared after the last patient recovered.

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Royal celebrations



RESIDENTS across the borough dug out their Union Jacks and took them to the town hall for a special display to mark the royal wedding.

Head of Borough Housing Group Waterford Laine, Bolewome, market executive Steve East said:

Sarah Briggs, Esther Evans, Megan Matthews, Harry Barrow and Paul Thomas will present the display to Prince William and Kate Middleton in the morning with a presentation.

Photos - Pages 8 & 9

THE REGIS Carvery From 1st May

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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 Halesowen News readership area 43.51% 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.

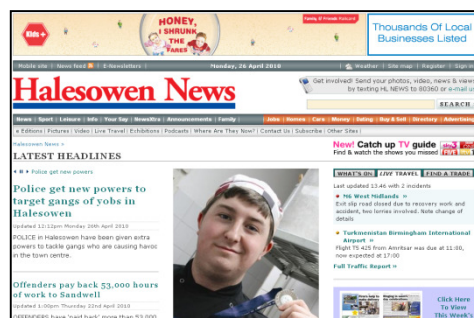


Group C: Suburban Comfort - comprise people who have successfully established themselves and their families in comfortable homes. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less

burdensome. With more time and money, people can relax and focus on activities that they find intrinsically rewarding.

Thriving Local Website

halesowennews.co.uk



Unique Users: 27,115
Page Impressions: 110,532
(publishers statement January 2012)