

Relevance, Cost Effectiveness & Reach

The **Shuttle** is a quality, free weekly newspaper serving the towns of Kidderminster, Stourport-on-Severn, Bewdley and all of Wyre Forest.

The quality of the product is illustrated in the fact that although being a free paper, 3,658 copies are sold each week. It is by far the market leading newspaper for the Wyre Forest and beyond.

Why the Shuttle?

- Over **36,000 copies** to over **53,500** adults in Kidderminster, Bewdley, Stourport-on-Severn, Cleobury Mortimer, Tenbury Wells, Droitwich and the Wyre Forest.
- The Shuttle offers **unbeatable coverage** within it's circulation area

Key statistics

- **Distribution – 36,706 (90.0% Free)** (ABC Jan – Jun 11)
- **Readership – 53,765** (JICREG Oct 2011)

Ask about our online advertising options and see how you can increase your reach by 32%

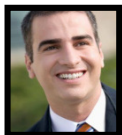
kiddermistershuttle.co.uk

Unique Users – 63,215 Page Impressions – 450,657

(Publisher's Statement January 2012)



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



48% of our readers are male



52% of our readers are female



28% of our readers are aged between 25-44

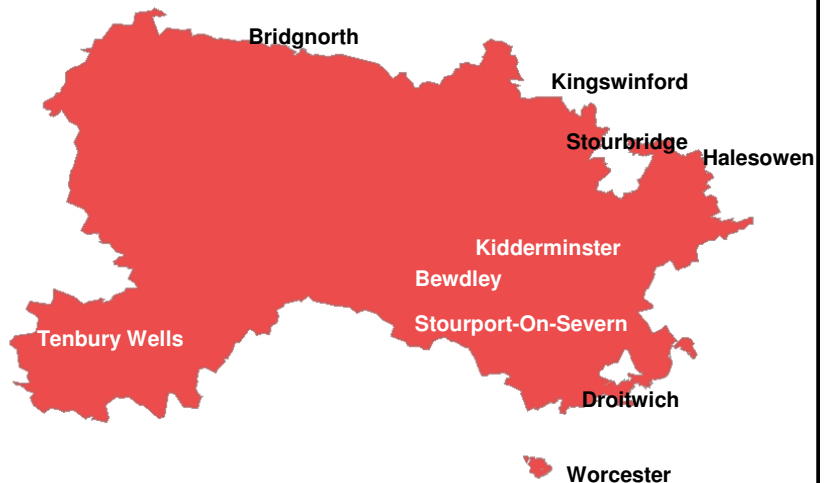


45% of our readers are aged 55+



53% of our readers are classified within the **ABC1** social demographic

Where are our readers?



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

- within the Shuttle readership area 36.83% 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.