

Relevance, Cost Effectiveness & Reach

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

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

Why the Stourbridge News?

- Over **48,000 copies** to over **72,000 adults** in Stourbridge, Hagley, Belbroughton, Brierley Hill and Kingswinford.
- The Stourbridge News offers **unbeatable coverage** within it's circulation area

Key statistics

Distribution – 48,058 (99.3% Free) (ABC Jan – Jun 11)

Readership – 72,387 (JICREG Oct 2011)

Ask about our online advertising options and see how you can increase your reach by 7%

Thriving Local Website



stourbridgenews.co.uk

Unique Users – 38,114

Page Impressions – 165,984

(Publisher's Statement January 2012)

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



47% of our readers are male



53% of our readers are female



29% of our readers are aged between 25-44



42% of our readers are aged 55+



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



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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 Stourbridge News readership area 39.59% 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.

Where are our readers?

