

Relevance, Cost-Effectiveness & Reach

The Cardigan & Tivyside is the leading weekly paid-for title that provides local news and information to the people of Mid and South Ceredigion and North Pembrokeshire. Its dominance is not only reflected in its weekly circulation and readership figures but also in its high advertising response levels.

It is regarded as the traditional weekly read in the area and has succeeded in maintaining its prominence by continuing to offer a strong local news service in both the Welsh and English language, serving the community since 1866.

Why the Cardigan & Tivyside Advertiser?

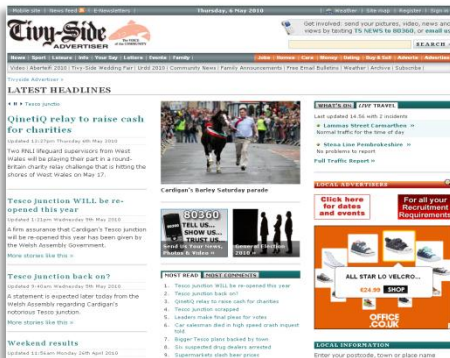
- Over **6,500 copies** of the newspaper are actively purchased by the people of Pembrokeshire every week and is read by over **16,500** adult readers
- The Cardigan & Tivyside Advertiser is the **leading newspaper title in Cardigan** and additionally provides **unrivalled coverage of the Cardigan Rural area.**

Key statistics

- Circulation – **6,719 (100% Paid For)** (ABC Jul-Dec 11)
- Readership – **16,719** (Jicreg Apr 2012)

tivysideadvertiser.co.uk (Publisher's Statement: Apr 2012)

- Unique Users – **11,964**
- Page Impressions – **65,083**



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

Where are our readers?



Source: Experian 2007

Tivyside ADVERTISER

April 24, 2012

50p

The VOICE of the COMMUNITY FOR 145 YEARS tivyside.co.uk

Postal vote errors fiasco

A FIBCO error over postal voting has led to local elections in Ceredigion. Errors on voting papers sent out to thousands of households in Cardigan and other areas where there are constituency and two council elections on May 3 meant that the papers were invalid. A number of households had to be re-visited to get the papers corrected. The error was caused by a number of households being visited to get the papers corrected. The error was caused by a number of households being visited to get the papers corrected.



Best practice for pets!

A TVC award has been won by Mrs. P. Jones, manager of the 'Paws & Whiskers' pet shop. The award recognizes her commitment to animal welfare and the high standards of care provided to her customers.

More police are on the way

The number of police officers in the Cardigan area is set to increase next month. Local Inspector Susan Bradshaw has announced that the force will be adding several more officers to the area to improve response times and community policing.

Nantes Mansion

History, Elegance, Romance
Come Dine with us From the 30th April 2012

12 elegantly designed Bedrooms
2 Private Living Rooms
A grand chandelier and Chandelier
Light Lurex & Murano Tea

Enjoy the dining room
Light Lurex & Murano Tea

Approximate 1 mile from Aberystwyth on the A440 coast towards

Mosaic Profile – 77.2% of people within the Cardigan & Tivyside Advertiser readership area fall into the following categories... (Source: Experian 2007 ©)



Group J: Grey Perspectives - consists mostly of pensioners who own their homes and who have some source of income beyond the basic state pension.. Today many of these people have quite active lifestyles and are considered in their purchasing decisions.



Group K: Rural Isolation - contains people whose pattern of living is distinctively rural. These are places where people with different levels of income share attachments to local communities, and where engagement with the community and with the natural environment are more important to most than residents material consumption.

Who are our readers? (Source: Jicreg Apr 2012)



48% of our readers are male



52% of our readers are female



21% of our readers are aged between 25-44



50% of our readers are aged 55+



56% of our readers are classified within the ABC1 social demographic