

## 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 **6,000 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 – **6,724 (100% Paid For)** (ABC Jan – Jun 11)
- Readership – **16,739** (Jicreg Oct 2011)

[tivysideadvertiser.co.uk](http://tivysideadvertiser.co.uk) (Publisher's Statement: December 2011)

- Unique Users – **8,315** - Page Impressions – **51,343**



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

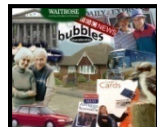
## Where are our readers?



Source: Experian 2007

## 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 Oct 2011)



**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