

Relevance, Cost-Effectiveness & Reach

Since its launch in 1992, The Milford and West Wales Mercury has grown in popularity with its readers throughout Pembrokeshire for its fresh approach for reporting local news and sport. A paid-for title, the Milford Mercury has quickly become the market leader in its core circulation area, covering Milford Haven, Johnston, Neyland, Haverfordwest, Pembroke, Pembroke Dock and St David's.

Why the Milford Mercury?

- Over **3,500 copies** of the newspaper are **actively purchased** by the people of Pembrokeshire every week and are read by over **9,500** adult readers.
- The paper, along with the Western Telegraph, provides unrivalled coverage of Milford and the surrounding area.

Key statistics

- Circulation – **3,645 (100% Paid For)** (ABC Jan – Jun 11)
- Readership – **9,715** (JICREG Oct 2011)

milfordmercury.co.uk (Publisher's Statement January 2012)

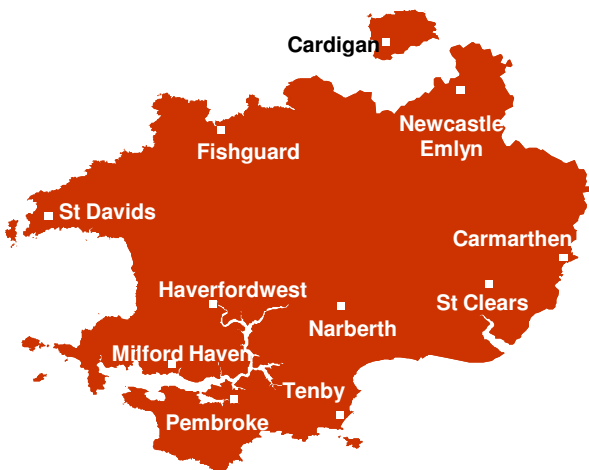
Unique Users – **6,868**

Page Impressions – **37,372**



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Where are our readers?



Source: Experian 2007

Mosaic Profile – 56.6% of people within the readership area fall into the following categories...

(Source: Experian 2007 ©)

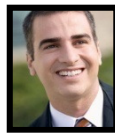


Group H: Blue Collar Enterprise - comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars, and provide a reliable source of labour to employers. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.



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.

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



48% of our readers are male



52% of our readers are female



26% of our readers are aged between 25-44



42% of our readers are aged 55+



49% of our readers are classified within the **ABC1** social demographic

Contact us: 01437 763133

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