

## Relevance, Cost-Effectiveness & Reach

The Western Telegraph is traditionally regarded as the 'local read' and has a key role in the life of the community. **Wales' largest weekly paid-for newspaper**, it provides local news and information to the people of Pembrokeshire, south Ceredigion and west Carmarthenshire.

Its dominance is not only reflected in its weekly circulation and readership figures, but also in the high advertising response levels it provides for its advertisers each week.

## Why the Western Telegraph?

- Over **20,500** copies of the newspaper are actively purchased by the people of Pembrokeshire every week
- The paper is the leading title in Pembrokeshire in terms of both readership and circulation
- The Western Telegraph is the number one for readers in **Haverfordwest, Milford Haven, Narberth, Whitland, Pembroke Dock, Tenby, Fishguard**

## Key statistics

- Circulation – **20,629 (100% Paid For)** (ABC Jan – Jun 11)
- Readership – **52,307** (JICREG Oct 2011)

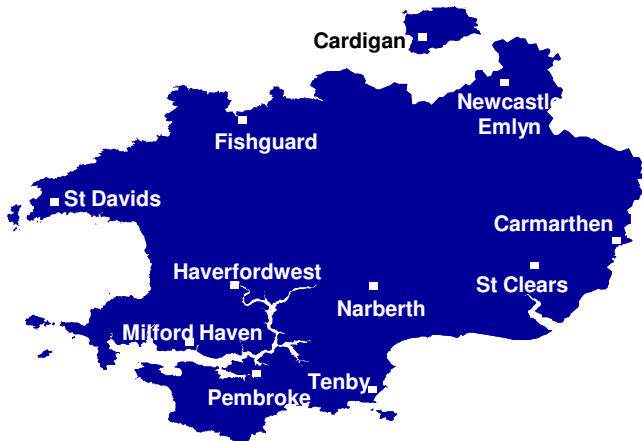
**westerntelegraph.co.uk** (Publisher's Statement January 2012)

Unique Users – **51,914** Page Impressions – **413,123**



Ask about our online advertising options and see how you can increase your reach by 25% from as little as £25 per week

## Where are our readers?



Source: Experian 2007



Wednesday, April 27th, 2011

westerntelegraph.co.uk

70p

## Easter sun draws in the crowds



**BOORCHING** Easter weather has kicked-started the visit Pembrokeshire's tourism season. Beaches across the county – the Sandbanks, right – welcomed bumper crowds, with some attractions reporting record Easter visitor numbers. With an extra Bank Holiday to come, businesses are hoping for more of the same.

## IN TOP GEAR



A vintage day for tractor run  
See page 6

## YOUR VOTE



Meet the candidates  
See pages 5&6&7

# Is this brutal murders gun?

**THIS IS THE GUN USED IN THE** Pembrokeshire case path to a horrific double murder, a jury has been told. The prosecution in the John William Cooper trial say the semi-automatic used in a robbery for which Cooper was "convicted" had "finger prints" on it.



By Court Reporter  
The chance of a being sure that the gun was used in the murder is being argued by the prosecution. The defence claims it is a robbery gun. An affidavit was filed in court.

## Special Easter Offer – 25% OFF

Selected Wedding Outfits

Open Bank Holiday Monday, 2nd of May.  
(Closed Friday 29th of April)  
Sylamore Street, Newcastle Emlyn.  
Tel: 01253 700135 Visit our Website: www.ashley.co.uk

Natuzzi Editions sofa stockist!

Quality home design furniture & accessories  
Furniture Directory Freystrup, Haverfordwest  
FREE DELIVERY WITHIN 40 MILES  
Pembrokeshire & Gwynedd  
01437 890 300

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

(Source: Experian 2007 ©)



**Group J: Grey Perspectives** - 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** - 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 residents than material consumption.

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



48% of our readers are male



52% of our readers are female



25% of our readers are aged between 25-44



44% of our readers are aged 55+



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