

Relevance, Cost Effectiveness & Reach

The quality of the Berrow's Worcester Journal is illustrated in the fact that although being predominantly a free paper, 357 copies are sold each week.

It enjoys a high level of household penetration, being received by over **53% of all households** in the Worcester area..

Why the Berrow's Worcester Journal?

- Over **41,000 copies** are delivered direct to homes within Worcester, Upton Upon Severn and Pershore and is read by over **60,500** readers every week, making the Berrow's Worcester Journal the **leading newspaper** in terms of both **readership** and **circulation** in the area.

- When combined as an advertising tool with the Worcester News, we can give you access to over **97,000** readers every week, some **44,000 more readers** than the Worcester Standard can offer.

Unrivalled access to the people of Worcester

Key statistics

- Distribution – 41,364 (99.2% Free) (ABC Jan – Jun 11)
- Readership – 60,505 (JICREG Oct 2011)
- Readers per copy – 1.5 (JICREG Oct 2011)

The leading newspaper title in Worcester

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



47% of our readers are male



53% of our readers are female



33% of our readers are aged between 25-44

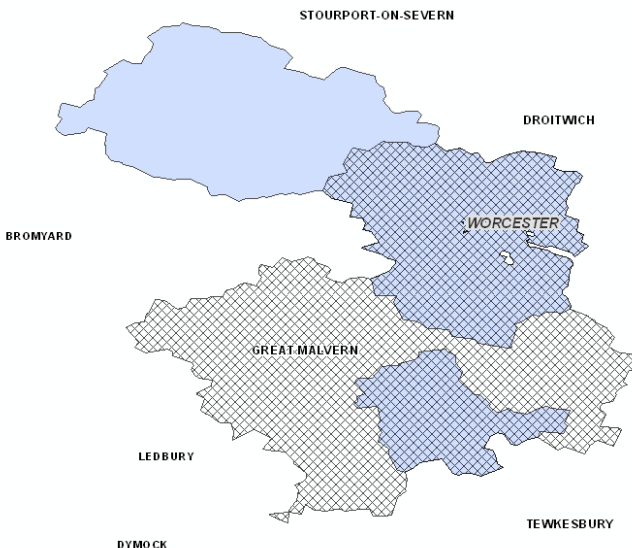


38% of our readers are aged 55+



57% of our readers are classified within the **ABC1** social demographic

Where are our readers?



worcesternews.co.uk Publishers Statement: January 2012

Unique Users: 189,885

Page Impressions: 1,402,137

Did you know?

- The **Berrow's Worcester Journal** distributes over a far wider area than the Worcester Standard, giving you access to a **wider range of potential customers**

Thursday, May 5, 2011 40p where sold

BERROW'S WORCESTER

JOURNAL

The world's oldest newspaper: Established 1690

Are you 16 or over and looking for a career in hospitality or football?



Stourbridge College and professional football club, **Kidderminster Harriers**, have teamed up to provide two new academies which have apprenticeships and sports courses on offer from this September.

FOOTBALL TRIALS & HOSPITALITY INTERVIEW AND SELECTION PROCESS - STARTS WEEK BEGINNING 9TH MAY At Kidderminster Harriers Football Club

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EMAIL jobshop@stourbridge.ac.uk



www.stourbridge.ac.uk

Stourbridge College

Mosaic Profile... (Source: Experian 2007 ©)

- within the Berrow's Worcester Journal readership area **30.83%** of people fall into the following categories



Group B: Happy Families - Happy Families contain people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses. The focus of expenditure is on equipment for the home and garden, and the immediate family unit is the principal focus of leisure activities.



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.