

Relevance, Cost Effectiveness & Reach

The Worcester News is a long-established quality daily paid-for newspaper serving the city of Worcester and its surrounding county towns and villages.

The Worcester News is the first choice for news, sport and information in the area via the newspaper or increasingly popular 24/7 website. Its long history has developed a brand that is well respected and trusted throughout the area.

The market leader across all main categories of advertising, we have a number of strong platforms including:

- | | |
|-----------|---------------------------|
| Monday | Sport |
| Tuesday | Community News |
| Wednesday | Jobs |
| Thursday | Property |
| Friday | Motors & Entertainment |
| Saturday | Jobs Extra & Country News |

Why the Worcester News?

- Over **14,000 copies** are actively purchased every day and are read by over **36,500 adults**
- The Worcester News offers **excellent coverage** within it's circulation area, especially when combined with the Berrow's Worcester Journal.

Key statistics

- Circulation – **14,339 (100% Paid For)** (ABC Jan – Jun 11)
- Readership – **36,821** (Jicreg Oct 2011)

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

Unique Users – **189,885** Page Impressions – **1,402,137**

Ask about our online advertising options and see how you can increase your reach by 35%

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



51% of our readers are male



49% of our readers are female



31% of our readers are aged between 25-44



40% of our readers are aged 55+



52% of our readers are classified within the **ABC1** social demographic

PAGE 4 | **COPIED KATE'S DRESS IN JUST FOUR HOURS** | **JOBS** START PAGE 20

MALLET GANG TERROR AT TESCO
Armed raiders target store

WHO'LL BE THE NEXT KATIE?

ATTEMPTED ROBBERY: The Tesco Express store in Martley Road, which was targeted by armed robbers. **1820000**

ATTEMPTED ROBBERY: Drawn the store and are appealing for any witnesses to the attempted robbery. Detective Constable Stuart Jupp, of West Mercia Police, said: "Thankfully no one was injured during the burglary and nothing was stolen, however the two members of staff at the store at the time have obviously been left shaken."

ATTEMPTED ROBBERY: "I would appeal for anyone in the area at the time they're walking their dog, to get in touch if they have any information that could help police are reviewing CCTV footage from the store. The three men were seen heading in the direction of Lower Broadwalk."

ATTEMPTED ROBBERY: Moments after they entered the store and for some seconds were out through the back door. There was no attempt to take anything from the store. The three men were seen heading in the direction of Lower Broadwalk. Police are reviewing CCTV footage from the store. The three men were seen heading in the direction of Lower Broadwalk.

ATTEMPTED ROBBERY: Moments after they entered the store and for some seconds were out through the back door. There was no attempt to take anything from the store. The three men were seen heading in the direction of Lower Broadwalk.

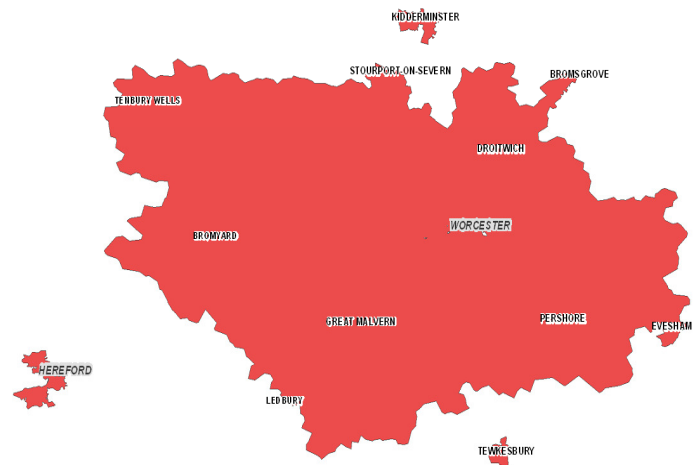
ATTEMPTED ROBBERY: Moments after they entered the store and for some seconds were out through the back door. There was no attempt to take anything from the store. The three men were seen heading in the direction of Lower Broadwalk.

CASH IN YOUR GOLD! AND OLD JEWELLERY
SOVEREIGNS, DAMAGED & SCRAP ITEMS, CHAINS, BRACELETS, INGOTS, RINGS, WEDDING BANDS, BANGLES, ODD EARRINGS & CUFFLINKS, WATCHES. WATCH CHAINS, CIGARETTE CASES, ETC.

HIGHEST PRICES IN TOWN FOR GOLD!

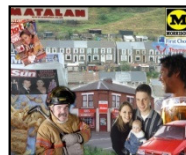
BYGONES
GABRIELLE BULLOCK
Cathedral Square, Worcester (opp. Edgar statue) 01905 25388
Established in Worcester for 100 years

Where are our readers?



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

- within the Worcester News readership area 30.43% of people fall into the following categories...



Ties of Community – comprise people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns, most of these people own their own homes, drive their own cars and hold down responsible jobs.



Suburban Comfort - comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome.