

A bustling shopping centre and busy market provide the centerpiece to the town of Birkenhead. For over 100 years, the Birkenhead News has provided the people that live there with unrivalled local news coverage. Continually campaigning for the local community, the Birkenhead News is a leader for unbiased coverage of community affairs, views, grassroots sport and advertising. We specialise in providing tailored advertising solutions for your business needs across print, digital and leaflets. Our friendly sales team will provide you with the best options for your business.

the facts:

Source: NOP 2005. Base 2,705 adults in the Trinity Mirror Cheshire 10% area. (Figures may be subject to rounding)

average issue readership **85,000**

weekly readership **92,000** annual readership **97,000**

Increasing the frequency of advertising will significantly increase levels of reach.

content:

Classified
Free private advertising section

Drive Guide
Motors advertising and editorial

Homes-merseyside.co.uk
Home guide and property advertising

Jobs-merseyside.co.uk
Local and national recruitment advertising

Services Guide
A-Z of trade professionals

Live Guide
Local entertainment/leisure activities for the week ahead

Sports Pages
Local sports news and reviews

The following categories are complimented by digital platforms, offering increased reach and response

Recruitment
www.jobs-merseyside.co.uk
www.jobs-cheshire.co.uk

Property
www.homes-merseyside.co.uk
www.homes-cheshire.co.uk

the statistics:

the reader profile

	(absolute) Cheshire 10% area	(percentage) Cheshire 10% area	Population profile Cheshire 10% area
gender			
male	39,000	46	48
female	46,000	54	52
age			
15-24	9,000	10	13
25-34	14,000	17	16
35-54	31,000	36	35
55-64	13,000	16	16
65+	18,000	22	20
socio-economic group			
ABC1	42,000	49	54
C2DE	44,000	51	46
AB	10,000	12	25
C1	31,000	37	29
C2	13,000	15	17
DE	31,000	36	29

Further demographic/geodemographic profiles on request.

average time spent reading

22 minutes

day of publication

wednesday



useful addresses & contacts

WIRRAL NEWS GROUP

76 Hamilton Street
Birkenhead
Wirral
CH41 5AN
Switchboard 0151 647 7111

AMRA (London)

62-65 Chandos Place,
London WC2N 4LP
Tel 0207 845 0100
Fax 0207 845 0101
e-mail london@amra.co.uk

AMRA MEDIASERVE (Manchester)

Unit 12, The Office Village
Exchange Quays, Manchester M5 3FH
Tel 0161 869 7800
Fax 0161 848 8453
e-mail manchester@amra.co.uk

Call 0151 647 7111 to discuss how our effective advertising solutions could work for your business.

effective advertising

In all cases, increasing the use of colour, volume, frequency and extending campaign duration has a positive impact upon effectiveness*:

- **Using colour where available more than doubles the growth in awareness of local press ads**
- **Campaign awareness increases faster with greater weekly volume**
- **Longer campaigns generate higher awareness levels. Campaigns of 11 weeks or greater increase awareness by a ratio of 1.3**

The most successful ads employ structures which exploit the local press reader relationship and share a number of elements in common, including:

- **Necessary purchase, directional and product information**
- **Clear headlines and propositions**
- **Colour**
- **Product images**

Planning a wider campaign?

This title offers numerous packages to further extend your campaign. Popular additional packages include Liverpool Daily Post, Chester Chronicle, Ellesmere Port Pioneer, other Wirral News Group titles plus many more.

Ask a sales representative for further details.

*Newspaper Society Conversion Study Report 2003

mechanical information

Here are a few useful guidelines that will help in the successful reproduction of your ad:

Always use a URN to identify your advert, contact the Advertising Sales Department if not known

Colour files must be CMYK - not Pantone or RGB

Electronic artwork must have the fonts embedded and have a file format of either EPS or PDF

We accept pictures and text by email. Pictures must be RGB JPEG format. Emails must state URN in subject box. Ads without URNs cannot be guaranteed insertion

We accept the following disk formats: Floppy, Zip (100mb), Jazz (1Gb) & CD

Adfast is the preferred method of transmission, though ADS is available by prior arrangement

PAGE AND COLUMN WIDTHS

Full Page	360mm deep x 272mm wide
Double Page Spread	360mm deep x 562mm wide
1 column	31mm
2 column	66mm
3 column	100mm
4 column	135mm
5 column	169mm
6 column	203mm
7 column	237mm
8 column	272mm

For detailed technical specifications please call 0151 330 4959.

local drive times

Approximate drive time in minutes

	Manchester	Chester	Liverpool	West Kirby	Neston	Hoylake	Heswall	Ellesmere Port	Birkenhead	Bebington
Manchester		45	38	57	54	57	53	42	45	47
Chester	45		28	31	22	31	24	11	26	21
Liverpool	38	28		20	22	21	17	20	9	11
West Kirby	57	31	20		18	5	11	24	19	19
Neston	54	22	22	18		21	7	16	19	13
Hoylake	57	31	21	5	21		14	24	19	19
Heswall	53	24	17	11	7	14		17	14	11
Ellesmere Port	42	11	20	24	16	24	17		18	13
Birkenhead	45	26	9	19	19	19	14	18		9
Bebington	47	21	11	19	13	19	11	13	9	

