



Mid Cheshire Edition

Buy Sell is the leading classified publication in the area serving the rural community of Mid-Cheshire. It offers a cost effective solution to your advertising needs and enables you to reach thousands of local people in the area. With a distribution of more than 40,000 copies every week by our award winning team you can achieve maximum reach and response. More people would turn to Buy Sell when looking for articles for sale, holidays and DIY goods than any other media in its coverage area demonstrating the popularity and strength Buy Sell has as an advertising platform.

the facts:

Source: GfK NOP 2005. Base: 2,705 adults in the Trinity Mirror Cheshire 10% area.

average issue readership readers (absolute)

52,000

monthly readership readers (absolute) **71,000**

annual readership readers (absolute) **81,000**

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

content:

Motors

Private and trade motors advertising

Home Services Guide

A-Z of trade professionals

Leisure Guide

Holidays and what's on in the region

Jobs-Cheshire

All the latest jobs from around the area

Retail

Retail advertising

Agriculture

Gardening, livestock and pets

Articles for sale

1000's of articles for sale and wanted

the statistics:

the reader profile

	(absolute) Cheshire 10% area	(percentage) Cheshire 10% area	Population profile Cheshire 10% area
gender			
male	25,000	48	48
female	27,000	52	52
age			
15-24	7,000	13	13
25-34	9,000	16	16
35-54	19,000	35	35
55-64	10,000	18	16
65+	9,000	17	20
socio-economic group			
ABC1	25,000	47	54
C2DE	28,000	53	46
AB	12,000	22	25
C1	13,000	25	29
C2	11,000	21	17
DE	17,000	32	29

Further demographic/geodemographic profiles on request.

published

friday/saturday

more people would automatically turn to Buy Sell for

articles for sale
holidays
diy/gardening goods
electrical goods

than any other media in the area.

Source: GfK NOP 2005. All adults in the Mid Cheshire Buy Sell coverage area.

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

Recruitment
www.jobs-cheshire.co.uk



Mid Cheshire Edition

useful addresses & contacts

BUY SELL
123 Main Street, Frodsham
Cheshire, WA6 7AF
Tel 01928 736220
Fax 01928 736208
e-mail trade.ads@buysell.co.uk

TRINITY MIRROR CHESHIRE
Chronicle House,
Commonhall Street,
Chester
CH1 2AA
Switchboard 01244 340151

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 01928 736220 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 with our other Buy Sell titles and our regional newspaper publications and websites.

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	260mm deep x 169mm wide (portrait)
Half Page	130mm deep x 169mm wide (landscape)
Half Page	260mm deep x 84mm wide (portrait)
Quarter Page	130mm deep x 84mm wide (portrait)
1 column	31mm
2 column	66mm
3 column	100mm
4 column	134mm
5 column	169mm

For production reasons, all advertisements booked by reference to specific dimensions will be subject to a variation in size of no more than 2.5%

For detailed technical specifications please call 01244 606459

local drive times

Approximate drive time in minutes

	Chester	Crewe	Frodsham	Knutsford	Liverpool	Macclesfield	Middlewich	Mold	Northwich	Runcorn	Widnes	Whitchurch	Wrexham
Chester		39	24	37	28	56	37	22	34	29	33	40	24
Crewe	39		44	29	62	35	17	53	36	49	51	35	47
Frodsham	24	44		25	30	45	36	30	24	9	16	45	39
Knutsford	37	29	25		35	19	17	44	11	24	29	45	52
Liverpool	28	62	30	35		54	46	34	47	27	18	64	46
Macclesfield	56	35	45	19	54		33	63	31	44	48	60	71
Middlewich	37	17	36	17	46	33		51	13	36	41	40	51
Mold	22	53	30	44	34	63	51		49	37	38	54	24
Northwich	34	36	24	11	47	31	13	49		26	31	44	51
Runcorn	29	49	9	24	27	44	36	37	26		10	54	46
Widnes	33	51	16	29	18	48	41	38	31	10		55	48
Whitchurch	40	35	45	45	64	60	40	54	44	54	55		36
Wrexham	24	47	39	52	46	71	51	24	51	46	48	48	

