



South Cheshire Edition

The South Cheshire Buy Sell is the leading classified publication in the area distributing across an area that stretches from Crewe/Nantwich through to Whitchurch and beyond. 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 35,000 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, DIY/gardening and electrical goods and home furnishings than any other free weekly publication demonstrating the popularity and strength of Buy Sell 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)

# 48,000

monthly readership readers (absolute) **61,000**

annual readership readers (absolute) **70,000**

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
<b>gender</b>			
male	24,000	49	48
female	25,000	51	52
<b>age</b>			
15-24	8,000	16	13
25-34	5,000	10	16
35-54	20,000	42	35
55-64	8,000	16	16
65+	8,000	17	20
<b>socio-economic group</b>			
ABC1	23,000	47	54
C2DE	26,000	53	46
AB	16,000	33	25
C1	7,000	14	29
C2	15,000	31	17
DE	11,000	23	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

home services

holidays

than any other weekly free publication

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

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

### Recruitment

[www.jobs-cheshire.co.uk](http://www.jobs-cheshire.co.uk)



South Cheshire Edition

## useful addresses & contacts

**BUY SELL**  
32-34 Victoria Street,  
Crewe  
Cheshire, CW1 2JW  
Tel 01270 502 449  
Fax 01270 502 429  
e-mail crewe.tradeads@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 01270 502 449 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

<b>Full Page</b>	260mm deep x 169mm wide (portrait)
<b>Half Page</b>	130mm deep x 169mm wide (landscape)
<b>Half Page</b>	260mm deep x 84mm wide (portrait)
<b>Quarter Page</b>	130mm deep x 84mm wide (portrait)
<b>1 column</b>	31mm
<b>2 column</b>	66mm
<b>3 column</b>	100mm
<b>4 column</b>	134mm
<b>5 column</b>	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	Knuttsford	Liverpool	Macclesfield	Middlewich	Mold	Northwich	Runcorn	Widnes	Whitchurch	Wrexham
Chester													
Crewe	39												
Frodsham	24	44											
Knuttsford	37	29	25										
Liverpool	28	62	30	35									
Macclesfield	56	35	45	19	54								
Middlewich	37	17	36	17	46	33							
Mold	22	53	30	44	34	63	51						
Northwich	34	36	24	11	47	31	13	49					
Runcorn	29	49	9	24	27	44	36	37	26				
Widnes	33	51	16	29	18	48	41	38	31	10			
Whitchurch	40	35	45	45	64	60	40	54	44	54	55		
Wrexham	24	47	39	52	46	71	51	24	51	46	48	36	

