



Wrexham & Oswestry

The Wrexham and Oswestry Buy Sell is the leading weekly classified publication in the area. 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 for articles for sale and furniture than any other free weekly publication which demonstrates 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)

# 44,000

monthly readership readers (absolute) **51,000**

annual readership readers (absolute) **57,000**

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)<br>Cheshire<br>10% area | (percentage)<br>Cheshire<br>10% area | Population profile<br>Cheshire<br>10% area |
|-----------------------------|------------------------------------|--------------------------------------|--|
| <b>gender</b>               |                                    |                                      |  |
| male                        | <b>23,000</b>                      | <b>52</b>                            | <b>48</b>                                  |
| female                      | <b>21,000</b>                      | <b>48</b>                            | <b>52</b>                                  |
| <b>age</b>                  |                                    |                                      |  |
| 15-24                       | <b>6,000</b>                       | <b>14</b>                            | <b>13</b>                                  |
| 25-34                       | <b>10,000</b>                      | <b>23</b>                            | <b>16</b>                                  |
| 35-54                       | <b>17,000</b>                      | <b>38</b>                            | <b>35</b>                                  |
| 55-64                       | <b>5,000</b>                       | <b>11</b>                            | <b>16</b>                                  |
| 65+                         | <b>6,000</b>                       | <b>13</b>                            | <b>20</b>                                  |
| <b>socio-economic group</b> |                                    |                                      |  |
| ABC1                        | <b>19,000</b>                      | <b>42</b>                            | <b>54</b>                                  |
| C2DE                        | <b>26,000</b>                      | <b>58</b>                            | <b>46</b>                                  |
| AB                          | <b>9,000</b>                       | <b>21</b>                            | <b>25</b>                                  |
| C1                          | <b>9,000</b>                       | <b>22</b>                            | <b>29</b>                                  |
| C2                          | <b>9,000</b>                       | <b>21</b>                            | <b>17</b>                                  |
| DE                          | <b>16,000</b>                      | <b>37</b>                            | <b>29</b>                                  |

Further demographic/geodemographic profiles on request.

## published

# thursday/friday

more people would automatically turn to Buy Sell for

# articles for sale furniture/home furnishings

than any other free weekly publication

Source: GfK NOP 2005. All adults in the Wrexham 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)  
[www.jobswales.co.uk](http://www.jobswales.co.uk)



Wrexham & Oswestry

## useful addresses & contacts

**BUY SELL**  
31 Henblas Street  
Wrexham, LL13 8AD  
Tel 01978 290 400  
Fax 01978 362 708  
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 01978 290 400 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      |         | 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      |
| Knuttsford   | 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     | 36         |         |

