

# CAERNARFON DENBIGH HERALD

The Caernarfon and Denbigh Herald provides local and community news to most of the county of Gwynedd. Two editions published every Thursday morning serve two regions. The South edition covers the Llyn Peninsula and across to Blaenau Ffestiniog while another offers coverage in the former district of Arfon. 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 1,912, Trinity Mirror North Wales 10% area. Base 348, Caernarfon Herald 10% area\*. (Figures may be subject to rounding)

average issue readership  
readers (absolute)

# 46,000

reach (percentage)\* **57%**

monthly readership  
readers (absolute) **54,000**  
reach (percentage)\* **65%**

annual readership  
readers (absolute) **60,000**  
reach (percentage)\* **70%**

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

## content:

### Letters

Readers express their views in a lively letters page

### Grass Roots

Agricultural interests

### Women

Fashion, make-up, gossip, advice, profiles & competitions

### Your Time

Weekly guide to local entertainment and leisure

### Homes-northwales.co.uk

Property guide

### Your Classified

Comprehensive classified section

### Your Car

Motors advertising

### Jobs-wales.co.uk

Recruitment guide

### Community News

Focus on local towns/villages

### Sport

Round up of local sports news

## the statistics:

### the reader profile

	(absolute) North Wales 10% area	(percentage) North Wales 10% area	Population profile North Wales 10% area
<b>gender</b>			
male	23,000	49	48
female	23,000	51	52
<b>age</b>			
15-24	7,000	15	13
25-34	7,000	16	15
35-54	14,000	30	33
55-64	7,000	15	17
65+	11,000	24	23
<b>socio-economic group</b>			
ABC1	25,000	55	53
C2DE	21,000	45	47
AB	8,000	17	23
C1	18,000	38	30
C2	8,000	18	18
DE	13,000	28	28

Further demographic/geodemographic profiles on request.

average time spent reading\*

# 36 minutes

day of publication

# thursday

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

### Recruitment

[www.jobswales.co.uk](http://www.jobswales.co.uk)

### Property

[www.homes-northwales.co.uk](http://www.homes-northwales.co.uk)



**useful addresses & contacts**

**TRINITY MIRROR NORTH WALES**  
 14 Eastgate Street,  
 Caernarfon, L55 1AG  
 Switchboard 01286 671111

**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 01286 671111 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 Daily Post Wales, North Wales Weekly News, Bangor Mail 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 01286 671111.

**local drive times**

**Approximate drive time in minutes**

	Holyhead	Bangor	Caernarfon	Pwllheli	Llandudno	Colwyn Bay	Rhyl	Prestatyn	Ruthin	Mold	Wrexham	Chester
Holyhead		32	39	106	55	55	106	119	103	131	119	143
Bangor	39		6	55	30	29	45	52	69	69	87	81
Caernarfon	39	6		95	39	38	54	61	79	77	95	89
Pwllheli	103	55	95		87	97	115	128	106	129	122	144
Llandudno	55	30	39	87		11	27	34	51	50	70	62
Colwyn Bay	55	29	38	97	11		19	26	43	26	62	54
Rhyl	106	45	54	115	27	19		9	38	37	57	49
Prestatyn	119	52	61	128	34	26	9		40	33	53	45
Ruthin	103	69	79	106	51	43	38	40		28	33	47
Mold	131	69	77	129	50	26	37	33	28		24	22
Wrexham	119	87	95	122	70	62	57	53	33	24		24
Chester	24	81	89	144	62	54	49	45	47	22	24	

