

Since its launch in 1855 the Daily Post has built an enviable reputation across its vast and differing coverage area. It has developed excellence in the areas of sport, business and the arts. The title is now split into Liverpool and Wales editions to help target the relevant areas and maintain its loyalty amongst the region. Together the titles offer a formidable advertising opportunity to any business.

the facts:

Source: NOP 2005. Base 5,482 adults in the Trinity Mirror Merseyside and Trinity Mirror North Wales Combined 10% area. (Figures may be subject to rounding)

average issue readership **188,000**

weekly readership **392,000** annual readership **522,000**

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

content:

Monday
Post Sport/The Score
A round up of all the latest action from the weekend's sport

Money
Financial advice for all the family

Tuesday
Golf North West
Golfing news from the local region

People's Post
Supplement featuring the real people of North Wales

Wednesday
Business Week Wales
The latest Merseyside business news

Motors
News from the world of cars

Thursday
Retail Therapy
The guide to shopping and style

Jobswales.co.uk
Jobs-merseyside.co.uk
Career opportunities in both public and private sectors

Farm and Country
Rural living section

Friday
Box Office
Arts, entertainment and listings guides

Motors
News from the world of cars

Saturday
Homes-merseyside.co.uk,
Homes-northwales.co.uk
All the latest properties from across the region

Weekend Post
Homes and living supplement

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

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

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

the statistics:

the reader profile

	(absolute) Combined 10% area	(percentage) Combined 10% area	Population profile Combined 10% area
gender			
male	98,000	52	47
female	91,000	48	53
age			
15-24	18,000	9	14
25-34	19,000	10	16
35-54	59,000	31	34
55-64	39,000	21	15
65+	54,000	29	22
socio-economic group			
ABC1	108,000	57	52
C2DE	80,000	43	48
AB	40,000	21	21
C1	68,000	36	32
C2	35,000	18	17
DE	46,000	24	31

Further demographic/geodemographic profiles on request.

solus readership

readers (absolute) **68,000**

average time spent reading

33 minutes

published

mon - sat



useful addresses & contacts

TRINITY MIRROR NORTH WALES
PO Box 202, Vale Road,
Llandudno Junction,
Conwy,
LL31 9ZD
Switchboard 01492 584321

**TRINITY MIRROR NORTH
WEST & NORTH WALES LTD**
PO Box 48, Old Hall Street,
Liverpool, L69 3EB
Switchboard 0151 227 2000

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 227 2000 or 01492 584321 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 North Wales Weekly News, Liverpool Echo, Chester Chronicle 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

Afdast 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

	Holyhead	Bangor	Caernarfon	Pwllheli	Llandudno	Colwyn Bay	Rhyl	Prestatyn	Ruthin	Mold	Wrexham	Corwen	Chester	Ormskirk	Southport	Liverpool
Holyhead		39	39	103	55	55	106	119	103	131	119	87	143	180	197	149
Bangor	39		6	55	30	29	45	52	69	69	87	55	81	115	134	94
Caernarfon	39	6		95	39	38	54	61	79	77	95	63	89	123	141	102
Pwllheli	103	55	95		87	97	115	128	106	129	122	90	144	187	205	166
Llandudno	55	30	39	87		11	27	34	51	50	70	55	62	96	114	75
Colwyn Bay	55	29	38	97	11		19	19	26	43	26	62	55	54	88	106
Rhyl	106	45	64	115	27	19		9	38	37	57	57	49	83	100	62
Prestatyn	119	52	61	128	34	26	9		40	33	53	59	45	79	93	58
Ruthin	103	69	79	106	51	43	38	40		28	33	19	47	82	99	61
Mold	131	69	77	129	50	26	37	33	28		24	36	22	53	64	34
Wrexham	119	87	95	122	70	62	57	53	33	24		31	24	65	76	46
Corwen	87	55	63	90	55	55	57	59	19	36	31		52	96	112	74
Chester	143	81	89	144	62	54	49	45	47	22	24	52		47	57	28
Ormskirk	180	115	123	187	96	88	83	79	82	53	65	95	47		13	21
Southport	197	134	141	205	114	106	100	93	99	64	76	112	57	13		31
Liverpool	149	94	102	166	75	67	62	58	61	34	46	74	28	21	31	

