

ELLESMERE PORT Pioneer

The Ellesmere Port Pioneer was established in 1920 and is the only paid-for newspaper dedicated to the local area. Its detailed coverage of local news and events has helped establish it as market leader making it the most cost effective advertising solution. 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: 2,705 adults in the Trinity Mirror Cheshire 10% area. Base: 264 adults in the Ellesmere Port Pioneer 10% area*. (Figures may be subject to rounding)

average issue readership
readers (absolute)
reach (percentage)* **46%**

28,000

monthly readership
readers (absolute) **34,000**
reach (percentage)* **55%**

annual readership
readers (absolute) **41,000**
reach (percentage)* **59%**

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

content:

Opinion Page
Letters page

School Report
Local education news

Business
The latest local business news

Time Out
Local entertainment/leisure reviews for the week ahead

Your Classified
Classified advertising section including property

Your Home
Home guide and property advertising

Jobs
Local and national employment advertising

Your Car
Motors advertising and editorial

Sport
Local sports news and reviews

Nostalgia
Historic picture gallery

the statistics:

the reader profile

	(absolute) Cheshire 10% area	(percentage) Cheshire 10% area	Population profile Cheshire 10% area
gender			
male	14,000	50	48
female	14,000	50	52
age			
15-24	4,000	15	13
25-34	4,000	15	16
35-54	10,000	35	35
55-64	4,000	14	16
65+	6,000	21	20
socio-economic group			
ABC1	11,000	41	54
C2DE	16,000	59	46
AB	3,000	11	25
C1	8,000	30	29
C2	9,000	33	17
DE	8,000	26	29

Further demographic/geodemographic profiles on request.

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

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

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

average time spent reading*

21 minutes

day of publication

wednesday



ELLESMERE PORT Pioneer

useful addresses & contacts

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 01244 340 151 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 Chester Chronicle, Chester Mail, South Wirral News, 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 URN's 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	350mm deep x 272mm 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 01244 606452.

local drive times

Approximate drive time in minutes

	Bangor	Caernarfon	Chester	Crewe	Holyhead	Liverpool	Llandudno	Mold	Northwich	Rhyl	Runcorn	Whitchurch	Wrexham
Bangor		39	81	111	32	94	30	69	106	45	93	111	87
Caernarfon	39		89	93	39	102	39	77	112	54	98	116	95
Chester	81	89		39	143	28	62	22	34	49	29	40	24
Crewe	111	93	39		128	62	93	53	36	76	49	35	47
Holyhead	32	39	143	128		149	55	131	123	106	112	129	119
Liverpool	94	102	28	62	149		75	34	47	62	27	64	46
Llandudno	30	39	62	93	55	75		50	89	27	78	94	70
Mold	69	77	22	53	131	34	50		49	37	37	54	24
Northwich	106	112	34	36	123	47	89	49		71	26	44	51
Rhyl	45	54	49	76	106	62	27	37	71		60	77	57
Runcorn	93	98	29	49	112	27	78	37	26	60		54	46
Whitchurch	111	116	40	35	129	64	94	54	44	77	54		36
Wrexham	87	95	24	47	119	46	70	24	51	57	46	36	

