

For over 150 years the Liverpool Daily post has served the areas of Merseyside, Cheshire and West Lancashire. In that time it has become a valuable resource for those wishing to keep up to date with the latest business and financial news. It delivers premium content on sport, cultural issues, local and regional news, leisure and entertainment, the arts, retail, property and motors.

## the facts:

Source: NOP 2005. Base 3,584 adults in the Trinity Mirror Merseyside 10% area. (Figures may be subject to rounding)

average issue readership

# 63,000

weekly readership  
**145,000**

annual readership  
**207,000**

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

## content:

### Monday

#### Post Sport

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

### Wednesday

#### Business Week

The latest Merseyside business news

#### Motoring

News from the world of cars

### Thursday

#### Retail Therapy

The guide to shopping and style

### Jobs-merseyside.co.uk

Career opportunities in both public and private sectors

### Friday

#### Box Office

Arts, entertainment and listings guides

### Saturday

#### Homes-merseyside.co.uk

All the latest properties from across the region

## the statistics:

### the reader profile

	(absolute) Merseyside 10% area	(percentage) Merseyside 10% area	Population profile Merseyside 10% area
<b>gender</b>			
male	37,000	59	47
female	26,000	41	53
<b>age</b>			
15-24	5,000	8	14
25-34	5,000	9	16
35-54	24,000	37	34
55-64	13,000	20	14
65+	17,000	27	21
<b>socio-economic group</b>			
ABC1	37,000	58	52
C2DE	27,000	42	48
AB	15,000	24	19
C1	22,000	34	32
C2	12,000	19	16
DE	14,000	23	32

Further demographic/geodemographic profiles on request.

### solus readership

readers (absolute) **14,000**

average time spent reading

# 31 minutes

published

# mon - sat

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

### Recruitment

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

### Property

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



## useful addresses & contacts

**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 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 Liverpool Echo, Liverpool Weekly News Group, 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

**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 0151 330 4959.

## local drive times

### Approximate drive time in minutes

	Liverpool	Bootle	Crosby	Aintree	Maghull	Formby	Ormskirk	Skelmersdale	Southport
Liverpool									
Bootle	7								
Crosby	13	8							
Aintree	10	8	9						
Maghull	13	11	10	5					
Formby	22	18	13	15	15				
Ormskirk	20	18	17	11	7	19			
Skelmersdale	22	20	20	14	13	25	25		
Southport	31	26	21	23	19	12	13	25	

