



Covering an area rich in both regeneration investment and cultural reinvigoration, the Echo has its finger firmly on the pulse of Merseyside. The award-winning journalism is delivered with the humour and life the region is famed for. Liverpool Echo is a regional brand with national recognition, read and enjoyed by hundreds of thousands of people on a daily basis. The Echo offers a better daily reach in its coverage area than any national newspaper or commercial radio station. 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 3,584 adults in the Trinity Mirror Merseyside 10% area. NOP 2005, base 2,039 adults in the Liverpool Echo 10% area\*. (Figures may be subject to rounding)

average issue readership  
readers (absolute) **356,000**  
reach (percentage)\* **36%**

weekly readership readers (absolute) **638,000**  
reach (percentage)\* **62%**

annual readership readers (absolute) **750,000**  
reach (percentage)\* **72%**

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

## content:

### Monday Xsport

Award winning sports journalists provide the reports, results, pictures, comment and analysis on all the big match action from the weekend

### Tuesday

#### Junior XSport

Strong local community platform with a weekly round-up of youth and school sports

### Time Off

A complete family leisure guide

### Motors

Test drives, dealership news and reviews

### Wednesday

#### Look

Fashion, relationships & family health

### Homes-merseyside.co.uk

Weekly property guide

### Thursday

#### Jobs-merseyside.co.uk

The perfect platform for job-seekers and employers alike, also complimented by our online site

### Friday

#### 24Seven

The essential guide to the week ahead; clubs, arts, films, pop & food

### Motors

Test drives, dealership news and reviews

### Saturday

#### Jobs-merseyside.co.uk

The perfect platform for job-seekers and employers alike with local and national recruitment advertising, also complimented by our online site

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)

## the statistics:

### the reader profile

	(absolute) Merseyside 10% area	(percentage) Merseyside 10% area	Population profile Merseyside 10% area
<b>gender</b>			
male	183,000	51	47
female	173,000	49	53
<b>age</b>			
15-24	63,000	18	14
25-34	60,000	17	16
35-54	129,000	36	34
55-64	35,000	10	14
65+	69,000	20	21
<b>socio-economic group</b>			
ABC1	148,000	42	52
C2DE	207,000	58	48
AB	37,000	10	19
C1	112,000	31	32
C2	71,000	20	16
DE	137,000	39	32

Further demographic/geodemographic profiles on request.

### solus readership

readers (absolute) **108,000**

average time spent reading\*

**34 minutes**

published

**mon - sat**





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

