

# Liverpool Weekly Newspaper Group

Crosby Herald, Bootle Times, South Liverpool Merseymart, Anfield & Walton Star, West Derby & Tuebrook Merseymart, Huyton & Roby Star and Maghull & Aintree Star.

Since the announcement of the 2008 Capital of Culture the whole of Merseyside has received a vast injection of investment. As a result of this there are numerous advertising opportunities available for those companies wishing to target the area. The Liverpool Weekly Newsgroup is the best way of reaching the majority of this region with no newspaper having more readers in its area, including daily and national titles.

## 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 **319,000**

monthly readership **364,000**      annual readership **387,000**

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

## the statistics:

### the reader profile

	(absolute) Merseyside 10% area	(percentage) Merseyside 10% area	Population profile Merseyside 10% area
<b>gender</b>			
male	141,000	44	47
female	178,000	56	53
<b>age</b>			
15-24	39,000	12	14
25-34	50,000	16	16
35-54	123,000	39	34
55-64	40,000	12	14
65+	66,000	21	21
<b>socio-economic group</b>			
ABC1	166,000	52	52
C2DE	153,000	48	48
AB	56,000	18	19
C1	109,000	34	32
C2	52,000	16	16
DE	101,000	32	32

Further demographic/geodemographic profiles on request.

### solus readership

**103,000**

### average time spent reading

**22 minutes**

### day of publication

**thursday**

## content:

### Live Guide

The best coverage of local cinema, theatre and music

### Local Mysteries

By Tom Slemen

### Letters

Local Letters Page

### Homes-merseyside.co.uk

Home guide and property advertising

### Motors

Motors advertising and editorial

### Classified Guide

Classified advertising section

### Jobs-merseyside.co.uk

Local employment guide

### Services Guide

Comprehensive services guide

### Sports News

Local sports news

The following categories are complemented 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)



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## 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 Daily Post, 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	

