

MIDWEEK VISITER

The Midweek Visiter is freely distributed throughout Southport and Formby every Wednesday and is produced by the same award winning team as its paid relative, The Southport Visiter. This paper is distributed throughout one of the most desirable locations in Merseyside, a booming business and retail haven. 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. Base: 645 adults in the Midweek Visiter 10% area*. (Figures maybe subject to rounding)

average issue readership
readers (absolute)

89,000

reach (percentage)* **85%**

monthly readership
readers (absolute) **93,000**
reach (percentage)* **88%**

annual readership
readers (absolute) **95,000**
reach (percentage)* **90%**

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

content:

Your Classified
Classified advertising section

Your Property
Property and advertising editorial

Your Motors
Motors and advertising editorial

Your Services
Comprehensive services guide

Jobs
Local recruitment advertising

Your Time
Your local guide leisure and entertainment

School Days
Dedicated to the local schools and colleges

Sport
All the latest local sport news

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

Recruitment
www.jobs-merseyside.co.uk

Property
www.homes-merseyside.co.uk

the statistics:

the reader profile

	(absolute) Merseyside 10% area	(percentage) Merseyside 10% area	Population profile Merseyside 10% area
gender			
male	43,000	48	47
female	46,000	52	53
age			
15-24	9,000	10	14
25-34	11,000	13	16
35-54	30,000	33	34
55-64	17,000	19	14
65+	22,000	25	21
socio-economic group			
ABC1	60,000	67	52
C2DE	29,000	33	48
AB	29,000	33	19
C1	31,000	35	32
C2	11,000	12	16
DE	18,000	20	32

Further demographic/geodemographic profiles on request.

average time spent reading*

18 minutes

day of publication

wednesday



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useful addresses & contacts

TRINITY MIRROR MERSEYSIDE SEFTON AND WEST LANCASHIRE MEDIAMIX
26-32 Tulketh Street, Southport, Merseyside, PR8 1BT
Tel 01704 536 655

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 01704 536 655 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 Southport Visiter, Village Visiter, Bootle Times, Crosby Herald, Ormskirk Advertiser Series, Formby Times, Midweek Advertiser 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	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

	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	

