

# The Midweek Chronicle

The Midweek Chronicle is the brand new sister publication to the successful Chester Chronicle. With more readers and a larger distribution than any other free paper in the area the Midweek Chronicle is a formidable addition to the marketing strategies of any advertiser. A package of the Midweek Chronicle and Chester Chronicle is the number one in the area for many categories of advertising including Motors, Recruitment, Property, Entertainment, Leisure, Home Furnishings, Electrical Goods and Home Services.\*

## the facts:

Source: Publisher's Statement, Trinity Mirror plc, May 2006, Readership based on 1.48 RPC as taken from Jicreg May 2005, NS Database. \*GfK NOP 2005, Chester Chronicle 10% Area.

average issue readership

**89,000**

distribution

**60,000**

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

## content:

### Your Classified

Classified advertising section including property

### Midweek Leisure

Local entertainment/leisure reviews for the week ahead

### Jobs-cheshire.co.uk

Local and National employment

### Motors-cheshire.co.uk

Motors advertising and editorial

### Homes-cheshire.co.uk

Property to buy or let

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

### Recruitment

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

### Property

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

### Motors

[www.motors-cheshire.co.uk](http://www.motors-cheshire.co.uk)

## the statistics:

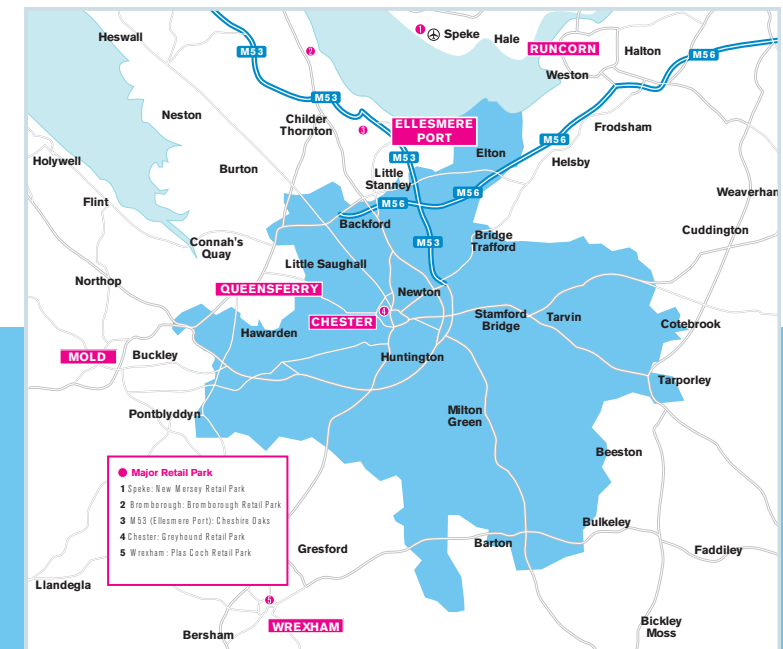
### the reader area

	(absolute) Midweek Chronicle 10% area	(percentage) Midweek Chronicle 10% area	Population profile Cheshire 10% area
<b>gender</b>			
male	61,000	48	48
female	67,000	52	52
<b>age</b>			
15-24	20,000	15	13
25-34	17,000	13	16
35-54	42,000	33	35
55-64	19,000	15	16
65+	31,000	24	20
<b>socio-economic group</b>			
ABC1	78,000	61	54
C2DE	51,000	39	46
AB	47,000	37	25
C1	31,000	24	29
C2	21,000	16	17
DE	30,000	23	29

Further demographic/geodemographic profiles on request.

### day of publication

**wednesday**



## 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 340151 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, Wrexham Mail, Ellesmere Port Pioneer, South Wirral News, plus many more.

Ask a sales representative for further details.

\*Newspaper Society Conversion Study Report 2003

Trinity Mirror Cheshire

## 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 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	

## facts

Whenever you are competing against other free newspapers in Chester remember the following:

- **The Midweek Chronicle** has more readers over a wider area, giving you more potential customers than any other free newspaper.
- **The Midweek Chronicle** distributes more copies than any other free paper in the area, giving you unrivalled coverage and increased response.
- **The Midweek Chronicle** is first through the door of your potential customers each week.
- **The Midweek Chronicle** has an award winning distribution team ensuring that readers and advertisers receive a service which is second to none.
- **The Chester Chronicle and Midweek Chronicle** offer an unbeatable combination. More people turn to our titles first than to any other newspaper for.\*

Used Cars

New Cars

Property

Lettings

Classified

Jobs

Home Furnishings

Electrical Goods

Entertainment and Leisure

Home Services