

ORMSKIRK Advertiser

The Ormskirk Advertiser series covers areas around Ormskirk and Skelmersdale, it is the major local news and advertising medium in West Lancashire and Maghull. Ormskirk is a bustling town with excellent infrastructure links to major centres including Liverpool and Manchester. 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. Base: 410 adults in the Ormskirk Advertiser series 10% area*. (Figures maybe subject to rounding)

average issue
readership

49,000

readers (absolute)

reach (percentage)* 42%

monthly readership

readers (absolute) 62,000

reach (percentage)* 53%

annual readership

readers (absolute) 69,000

reach (percentage)* 65%

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

Advertiser 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 | 19,000 | 40 | 47 |
| female | 30,000 | 60 | 53 |
| age | | | |
| 15-24 | 8,000 | 16 | 14 |
| 25-34 | 8,000 | 15 | 16 |
| 35-54 | 18,000 | 38 | 34 |
| 55-64 | 7,000 | 15 | 14 |
| 65+ | 8,000 | 16 | 21 |
| socio-economic group | | | |
| ABC1 | 27,000 | 55 | 52 |
| C2DE | 22,000 | 45 | 48 |
| AB | 13,000 | 27 | 19 |
| C1 | 14,000 | 28 | 32 |
| C2 | 8,000 | 16 | 16 |
| DE | 14,000 | 29 | 32 |

Further demographic/geodemographic profiles
on request.

average time spent reading*

33 minutes

day of publication

thursday



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 Bootle Times, Midweek Visitor, Crosby Herald, 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 | |

