

The Visitor Series consists of two weekly newspapers which cover east Conwy and Denbighshire. The Abergele and St Asaph Visitor is the only newspaper published specifically for these towns and as such enjoys a loyal readership. The sister paper, The Rhyll and Prestatyn Visitor is delivered for free to homes in Rhyll, Prestatyn, Rhuddlan and Dyserth. Dedicated editorial teams ensure the perfect blend of local news content with features and advertising guides. 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 1,912, Trinity Mirror North Wales 10% area. Base 399, Visitor Series 10% area\*. (Figures may be subject to rounding)

average issue readership  
 readers (absolute)

**59,000**

reach (percentage)\* **77%**

monthly readership  
 readers (absolute) **66,000**  
 reach (percentage)\* **84%**

annual readership  
 readers (absolute) **73,000**  
 reach (percentage)\* **88%**

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

# the statistics:

## the reader profile

	(absolute) North Wales 10% area	(percentage) North Wales 10% area	Population profile North Wales 10% area
<b>gender</b>			
male	27,000	45	48
female	32,000	55	52
<b>age</b>			
15-24	6,000	10	13
25-34	8,000	14	15
35-54	20,000	34	33
55-64	10,000	17	17
65+	15,000	25	23
<b>socio-economic group</b>			
ABC1	34,000	57	53
C2DE	25,000	43	47
AB	12,000	21	23
C1	21,000	36	30
C2	10,000	18	18
DE	15,000	25	28

Further demographic/geodemographic profiles on request.

average time spent reading\*

**25 minutes**

day of publication

**wednesday**

# content:

### Letters

Readers express their views in a lively letters page

### Grass Roots

Agricultural interests

### Women

Fashion, make-up, gossip, advice, profiles & competitions

### Your Time

Weekly guide to local entertainment and leisure

### Homes-northwales.co.uk

Property guide

### Your Classified

Comprehensive classified section

### Your Car

Motors advertising

### Jobs-wales.co.uk

Recruitment guide

### Community News

Focus on local towns/villages

### Sport

Round up of local sports news

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

### Recruitment

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

### Property

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



