

## the facts:

Source: NOP 2005. Base: 3,584 adults in the Trinity Mirror Merseyside 10% area. 1,417 adults in the Mediamix 10% area\*. (Figures maybe subject to rounding)

average issue readership  
readers (absolute) **237,000**

reach (percentage)\* **73%**

monthly readership  
readers (absolute) **264,000**  
reach (percentage)\* **80%**

annual readership  
readers (absolute) **281,000**  
reach (percentage)\* **83%**

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

**Property**  
[www.homes-merseyside.co.uk](http://www.homes-merseyside.co.uk)

## the statistics:

### the reader profile

	(absolute) Merseyside 10% area	(percentage) Merseyside 10% area	Population profile Merseyside 10% area
<b>gender</b>			
male	177,000	48	47
female	232,000	52	53
<b>age</b>			
15-24	53,000	13	14
25-34	56,000	15	16
35-54	131,000	34	34
55-64	65,000	15	14
65+	104,000	23	21
<b>socio-economic group</b>			
ABC1	231,000	66	52
C2DE	178,000	34	48
AB	114,000	33	19
C1	117,000	34	32
C2	65,000	14	16
DE	113,000	20	32

Further demographic/geodemographic profiles  
on request.

### average time spent reading\*

**24 minutes**

published  
**wed - fri**



## 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 packages include, Liverpool Echo, Liverpool Weekly News Group and The Liverpool Daily Post.

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	

