

SOUTH LIVERPOOL MerseyMart

The South Liverpool MerseyMart covers some of the most affluent areas of the city, including Childwall, Woolton and Aigburth. The title has the largest readership of any weekly newspaper in the area and has the biggest reach in the MerseyMart and Star group. Almost two thirds of all readers are ABC1s helping you to reach affluent people in the area with high disposable income.

the facts:

Source: NOP 2005. Base 3,584 adults in the Trinity Mirror Merseyside 10% area. (Figures may be subject to rounding)

average issue readership **103,000**

weekly readership **119,000** annual readership **127,000**

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

content:

Live Guide

The best coverage of local cinema, theatre and music

Local Mysteries

By Tom Slemen

Letters

Local Letters Page

Homes-merseyside.co.uk

Home guide and property advertising

Motors

Motors advertising and editorial

Classified Guide

Classified advertising section

Jobs-merseyside.co.uk

Local employment guide

Services Guide

Comprehensive services guide

Sports News

Local sports news

The following categories are complemented 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	45,000	43	47
female	58,000	57	53
age			
15-24	6,000	6	14
25-34	19,000	18	16
35-54	41,000	40	34
55-64	15,000	15	14
65+	22,000	21	21
socio-economic group			
ABC1	65,000	63	52
C2DE	38,000	37	48
AB	28,000	27	19
C1	38,000	37	32
C2	14,000	14	16
DE	24,000	23	32

Further demographic/geodemographic profiles on request.

solus readership

26,000

average time spent reading

18 minutes

day of publication

thursday



useful addresses & contacts

**TRINITY MIRROR NORTH
WEST & NORTH WALES LTD**
PO Box 48, Old Hall Street,
Liverpool, L69 3EB
Switchboard 0151 227 2000

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 0151 227 2000 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 Liverpool Daily Post, Liverpool Echo, Chester Chronicle 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	

