

The Vale Advertiser is a free weekly newspaper offering coverage of the towns and villages within the Vale of Clwyd. Published every Friday, the Vale Advertiser reaches 15,000 adults each week with over half belonging to the affluent socio-economic group ABC1. A lively balance of news, views and sports reports make The Vale Advertiser a firm favourite amongst its readers.

the facts:

Source: NOP 2005. Base 1,912, Trinity Mirror North Wales 10% area. Base 258, Vale Advertiser 10% area*. (Figures may be subject to rounding)

average issue readership
readers (absolute)

15,000

reach (percentage)* **50%**

monthly readership
readers (absolute) **19,000**
reach (percentage)* **60%**

annual readership
readers (absolute) **22,000**
reach (percentage)* **67%**

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

content:

Village Voice
The local letters page

At Your Leisure
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

Property
www.homes-northwales.co.uk

the statistics:

the reader profile

	(absolute) North Wales 10% area	(percentage) North Wales 10% area	Population profile North Wales 10% area
gender			
male	7,000	47	48
female	8,000	53	52
age			
15-24	2,000	13	13
25-34	3,000	15	15
35-54	5,000	35	33
55-64	2,000	12	17
65+	4,000	24	23
socio-economic group			
ABC1	9,000	58	53
C2DE	6,000	42	47
AB	5,000	31	23
C1	4,000	27	30
C2	3,000	18	18
DE	4,000	24	28

Further demographic/geodemographic profiles on request.

average time spent reading*

18 minutes

day of publication

friday



useful addresses & contacts

TRINITY MIRROR NORTH WALES

PO Box 202, Vale Road,
Llandudno Junction, Conwy,
LL31 9ZD
Switchboard 01492 584321
Recruitment 0870 8504327
Private Advertisers: 0870 8501539

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 01492 584321 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 Daily Post Wales, North Wales Weekly News, Bangor Mail 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 01492 584321.

local drive times

Approximate drive time in minutes

	Holyhead	Bangor	Caernarfon	Pwllheli	Llandudno	Colwyn Bay	Rhyl	Prestatyn	Ruthin	Mold	Wrexham	Chester
Holyhead		32	39	106	55	55	106	119	103	131	119	143
Bangor	39		6	55	30	29	45	52	69	69	87	81
Caernarfon	39	6		95	39	38	54	61	79	77	95	89
Pwllheli	103	55	95		87	97	115	128	106	129	122	144
Llandudno	55	30	39	87		11	27	34	51	50	70	62
Colwyn Bay	55	29	38	97	11		19	26	43	26	62	54
Rhyl	106	45	54	115	27	19		9	38	37	57	49
Prestatyn	119	52	61	128	34	26	9		40	33	53	45
Ruthin	103	69	79	106	51	43	38	40		28	33	47
Mold	131	69	77	129	50	26	37	33	28		24	22
Wrexham	119	87	95	122	70	62	57	53	33	24		24
Chester	24	81	89	144	62	54	49	45	47	22	24	

