

The Daily Post Wales is the only regional newspaper to sell throughout North and Mid Wales - comprehensively covering the area from the largest towns to the smallest villages. The Daily Post is the most widely read newspaper in North Wales - reaching more people than any other paper, including National titles.

## the facts:

Source: NOP 2005. Base 1,912 adults in the Trinity Mirror North Wales 10% area. (Figures may be subject to rounding)

average issue readership  
readers (absolute)

# 124,000

reach (percentage) **23%**

weekly readership  
readers (absolute) **239,000**  
reach (percentage) **43%**

annual readership  
readers (absolute) **309,000**  
reach (percentage) **56%**

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	59,000	48	48
female	65,000	52	52
<b>age</b>			
15-24	12,000	10	13
25-34	14,000	11	15
35-54	35,000	28	33
55-64	27,000	21	17
65+	37,000	30	23
<b>socio-economic group</b>			
ABC1	71,000	57	53
C2DE	53,000	43	47
AB	25,000	20	23
C1	47,000	38	30
C2	22,000	18	18
DE	31,000	25	28

Further demographic/geodemographic profiles on request.

### solus readership

readers (absolute) **53,000**

average time spent reading

# 34 minutes

published

# mon - sat

## content:

### Monday

#### The Score

A round up of all the latest action from the weekend's sport

#### DP Money

Financial advice for all the family

#### Jobswales.co.uk

Local and National recruitment advertising

### Tuesday

#### People's Post

Featuring the real people of North Wales

### Wednesday

#### Business Week Wales

The latest Welsh business news

#### Yr Herald

The Welsh language supplement

### Thursday

#### Jobswales.co.uk

Local and National recruitment advertising

### Farm and Country

Rural living section

### Friday

#### Signpost

Mix of art and entertainment in the region

#### Motors

Motors advertising

### Saturday

#### Homes-northwales.co.uk

All the latest properties from across the region

### Weekend Post

Homes and living supplement

### TV Wales

Weekly television guide

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

### Recruitment

[www.jobswales.co.uk](http://www.jobswales.co.uk)

### Property

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



## useful addresses & contacts

### TRINITY MIRROR NORTH WALES

PO Box 202, Vale Road,  
Llandudno Junction,  
Conwy,  
LL31 9ZD  
Switchboard 01492 584321

### 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 North Wales Weekly News, Wrexham Mail, Caernarfon Herald 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	

