

THE Chronicle

FREE to 33,000 homes and businesses in Northwich, Winsford and surrounding villages

The Chronicle is distributed to 33,000 homes and businesses in Northwich, Winsford and surrounding areas hitting an extremely high household penetration level. The Chronicle incorporates a comprehensive classified section which includes property, jobs and motors. High reach and expansive coverage of the local area ensures a targeted and cost-effective advertising solution.

the facts:

Source: MMG3 Census data

distribution

33,000

household penetration

79%

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

content:

Your Views

Letters page

WOW

Local entertainment/leisure reviews for the week ahead

Your Classified

Classified advertising section

Property

Home guide and property advertising

Motors-cheshire.co.uk

Motors advertising and editorial

Jobs-cheshire.co.uk

Local and national employment advertising

Sport

Local sports news and reviews

the statistics:

area profile

gender

male 48,811

female 50,494

age

15-24 11,144

25-34 11,789

35-44 16,294

45-54 13,442

55-64 12,399

65+ 15,064

socio-economic group

ABC1 38,759

C2DE 36,145

AB 18,524

C1 20,234

C2 11,495

DE 13,959

E 10,691

Further demographic/geodemographic profiles on request.

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

Companion website

www.midcheshirechronicle.co.uk

Recruitment

www.jobs-cheshire.co.uk

Property

www.homes-cheshire.co.uk

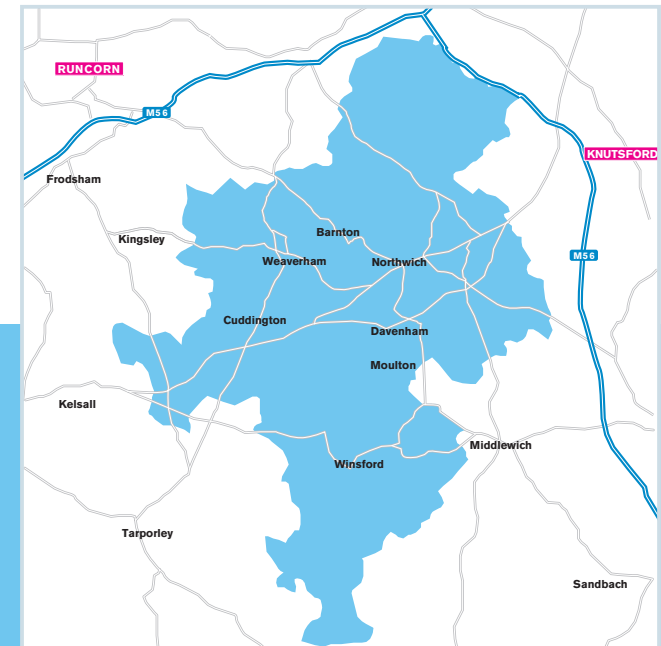
Motors

www.motors-cheshire.co.uk

day of publication

wednesday

distributed to more homes than any other paper in the area



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useful addresses & contacts

TRINITY MIRROR CHESHIRE

The Chronicle
80 Witton Street
Northwich CW9 5AE
Switchboard 01244 340151

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 01244 340 151 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 Crewe Chronicle, Chester Chronicle plus many more.

Ask a sales representative for further details.

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	350mm deep x 272mm 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 01244 606452.

local drive times

Approximate drive time in minutes

	Bangor	Caernarfon	Chester	Crewe	Holyhead	Liverpool	Llandudno	Mold	Northwich	Rhyl	Runcom	Whitchurch	Wrexham
Bangor				111	32	94	30	69	106	45	93	111	87
Caernarfon	39		89	93	39	102	39	77	112	54	98	116	95
Chester	81	89		39	143	28	62	22	34	49	29	40	24
Crewe	111	93	39		128	62	93	53	36	76	49	35	47
Holyhead	32	39	143	128		149	55	131	123	106	112	129	119
Liverpool	94	102	28	62	149		75	34	47	62	27	64	46
Llandudno	30	39	62	93	55	75		50	89	27	78	94	70
Mold	69	77	22	53	131	34	50		49	37	37	54	24
Northwich	106	112	34	36	123	47	89	49		71	26	44	51
Rhyl	45	54	49	76	106	62	27	37	71		60	77	57
Runcom	93	98	29	49	112	27	78	37	26	60		54	46
Whitchurch	111	116	40	35	129	64	94	54	44	77	54		36
Wrexham	87	95	24	47	119	46	70	24	51	57	46	36	

facts

Whenever you are competing against other newspapers in Chester remember the following:

- **The Chronicle** has more than doubled its present coverage in the Mid Cheshire area and will be delivered FREE of charge every Wednesday to over 33,000 households and selected prime distribution points around the area.
- **The Chronicle** provides thousands more copies than any other newspaper in the area and therefore access to more potential customers than ever before.
- **The Chronicle** has an award winning distribution operation ensuring that readers and advertisers alike receive a service that is second to none.

Within our coverage area:

- Over 10,000 people are thinking of moving home in the next year
- Within the next year 15,000 people plan to change jobs
- 25,800 people plan to change their car in the next 2 years
- 50,500 people enjoy eating out regularly

Source: GfKNOP readership research 2005 - coverage area

*Newspaper Society Conversion Study Report 2003