

about our readers

We know who reads our newspapers

Barnsley Chronicle Reach

129,000
64%

123,000
61%

105,000
52%

52% of adults had read the Barnsley Chronicle in the last week (105,000 a.i.r.): over a four week period the Barnsley Chronicle benefits from reaching 61% of all adults capturing 18,000 adults that dip in and out of the title.

Barnsley Independent Reach

104,000
52%

98,000
49%

92,000
45%

As a free newspaper the Barnsley Independent has a controlled distribution area, significantly 26% of our the average issue readership is solus against the Chronicle.

Group Reach

137,000
73%

141,000
70%

129,000
64%

One weeks readership of the Barnsley Chronicle and Independent generates the same reach as reading the Barnsley Chronicle every week of the year.



Source: ISL April-May 2007 where the Barnsley Chronicle has 10%+ household penetration.