

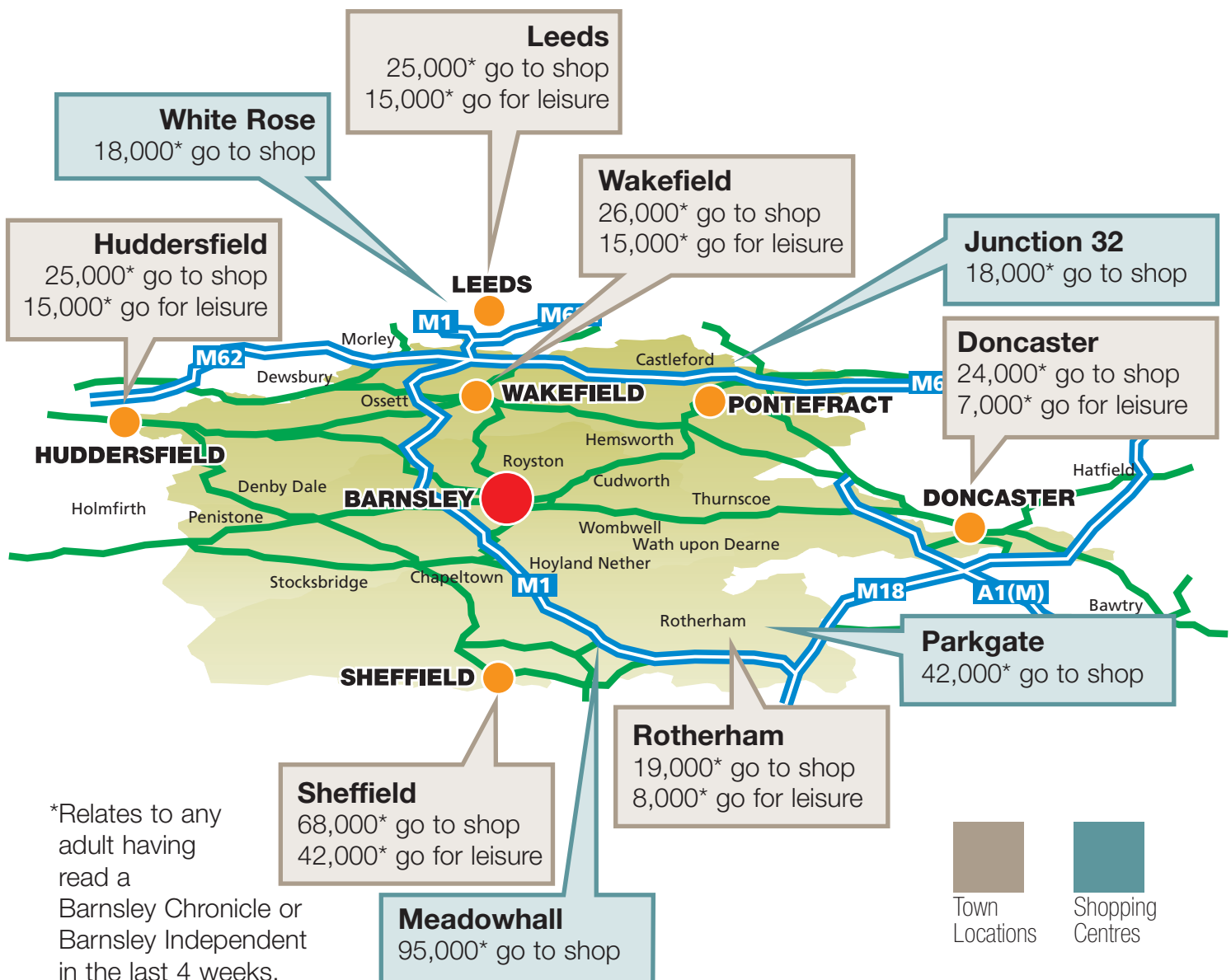
about our readers



Barnsley is bi-sected by the M1, this is a real benefit to the indigenous population as travel times to neighbouring towns and cities are relatively low. Barnsley Town Centre remains the hub for consumers undertaking shopping and leisure activities (some consumers see little difference between the two!).

Our readers will travel for shopping and leisure activities...

129,000 readers shop in Barnsley
94,000 readers go for leisure



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