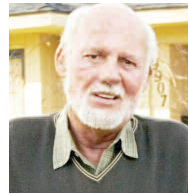


about our readers

Average Issue Readership



Breakdown by demographic group and lifestage

Gender



 Barnsley Chronicle

 Barnsley Independent

 Barnsley Chronicle and Independent

Females

Males

47.3%
Average Issue Readership

48.1%
Average Issue Readership

68.2%
Average Issue Readership

49,612
(47%*)

52,224
(49.5%*)

75,525
(68.8%*)

47,278
(47.5%*)

46,322
(46.5%*)

67,237
(67.5%*)

*% reach in the market

Source: Jicreg 1st October, 2010 where the Barnsley Chronicle has 10%+ household penetration.