

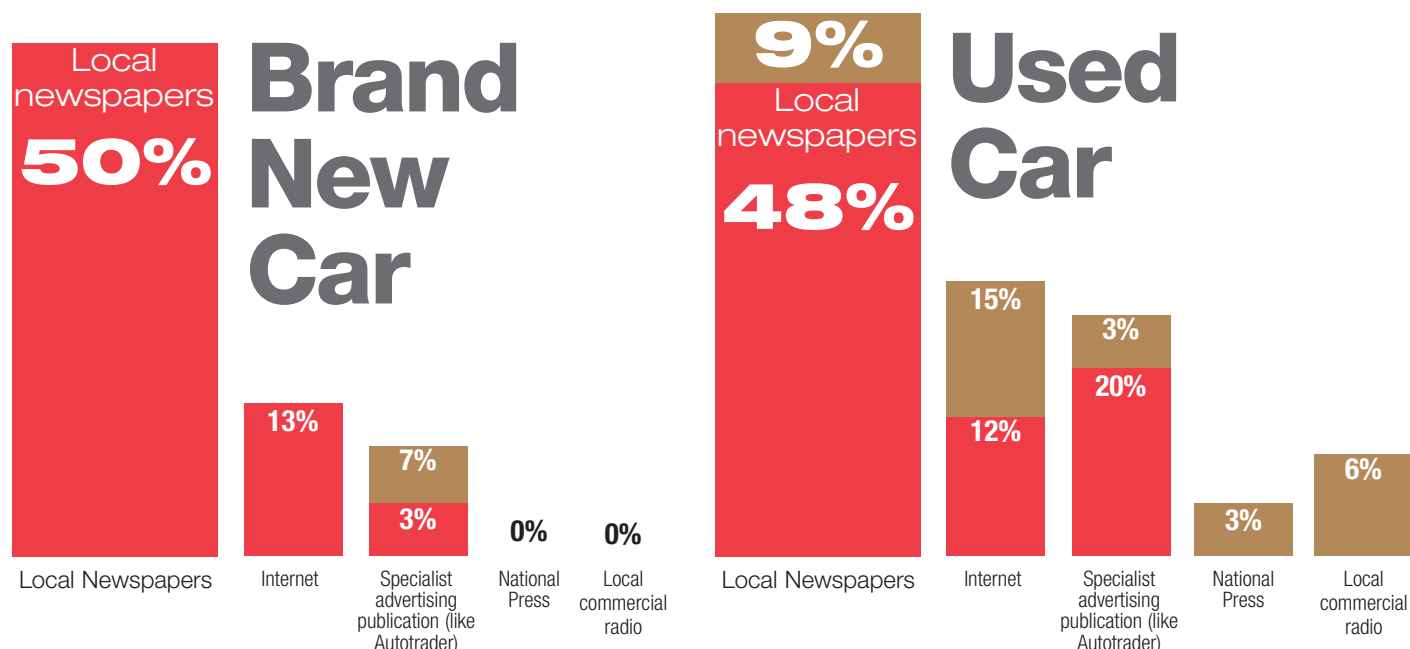
motoring



Local Press – The primary medium car buyers use when looking for information for new and used cars

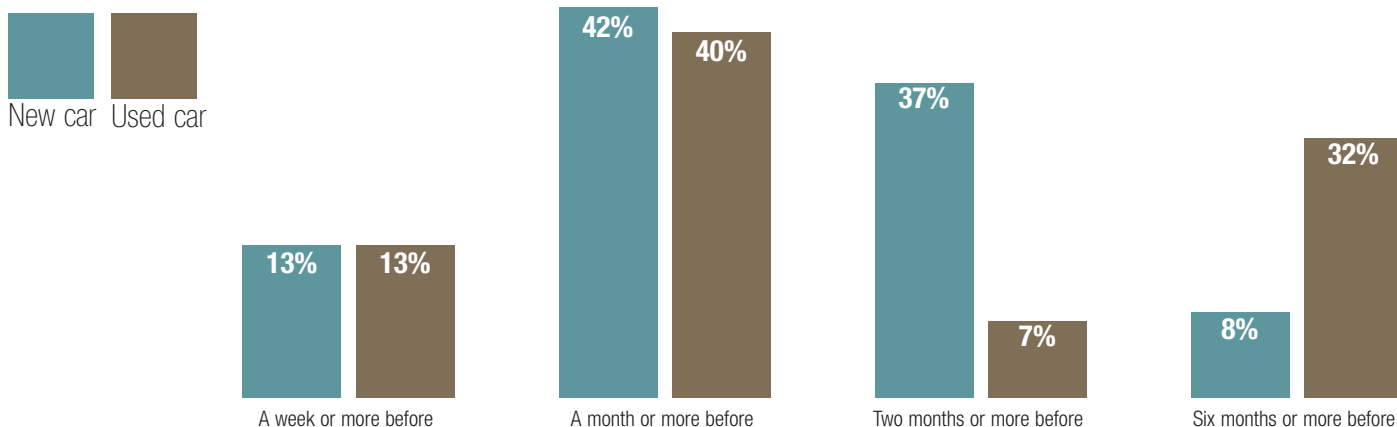
Although the internet has provided buyers to a huge inventory of cars, potential buyers refer to their local newspaper for information about where to buy.

Media referred to first ■
Additional media referral ■



The planning process is going on all the time; it is therefore critical that advertisers maintain a regular presence to remain front of mind

Length of time Barnsley Chronicle Group readers spend planning their purchase



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