

motoring



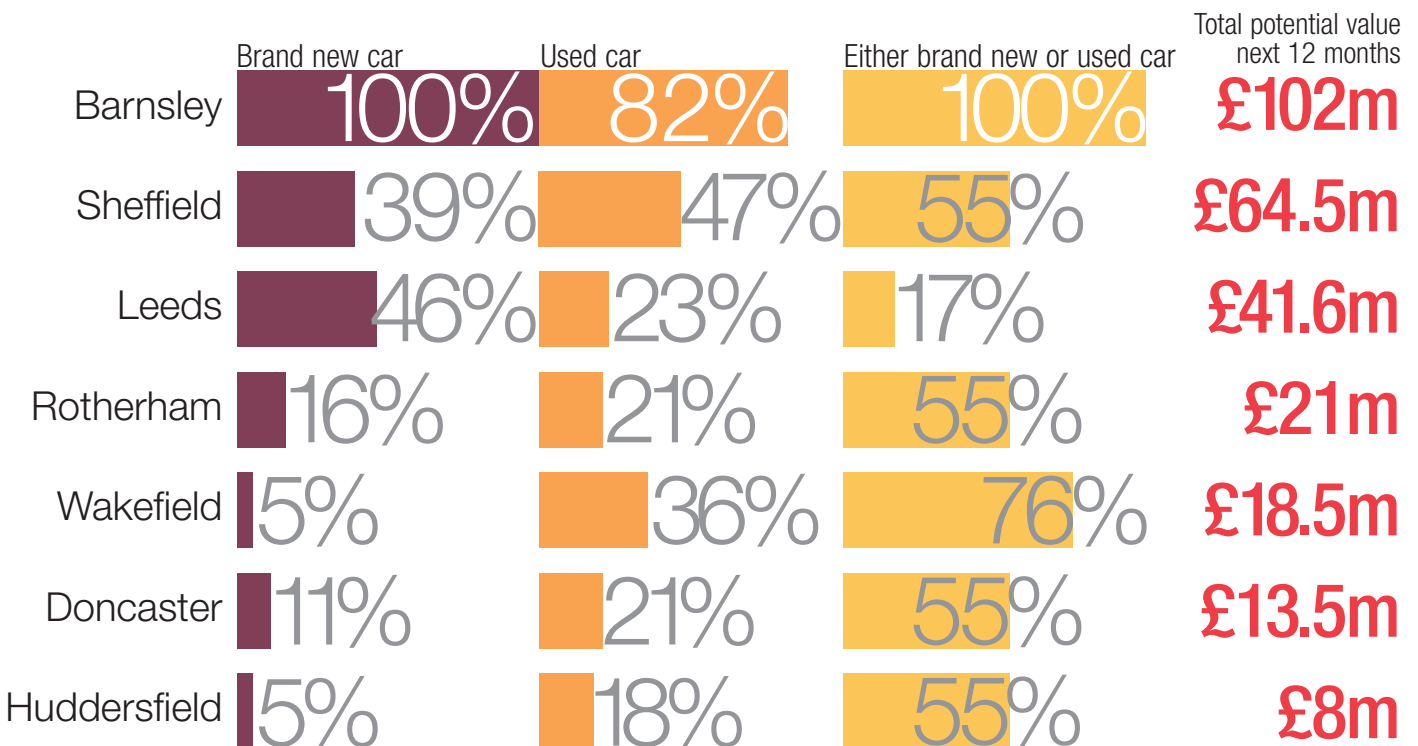
Local Press – The primary medium car buyers use when looking for information for new and used cars

Maximise exposure of your new car advertising

100% of Barnsley Chronicle & Independent readers who are likely to buy a brand new car in the next 12 months read the news pages in the last 7 days – these people can be influenced without realising it!

52% of new car buyers read the motors section of the Barnsley Chronicle & Independent in the last 7 days – this means new car advertising placed in the ROP section generates almost twice the level of exposure amongst new car buyers.

Locations Barnsley Chronicle Group readers intending to purchase in the next 12 months would travel to buy their next car



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