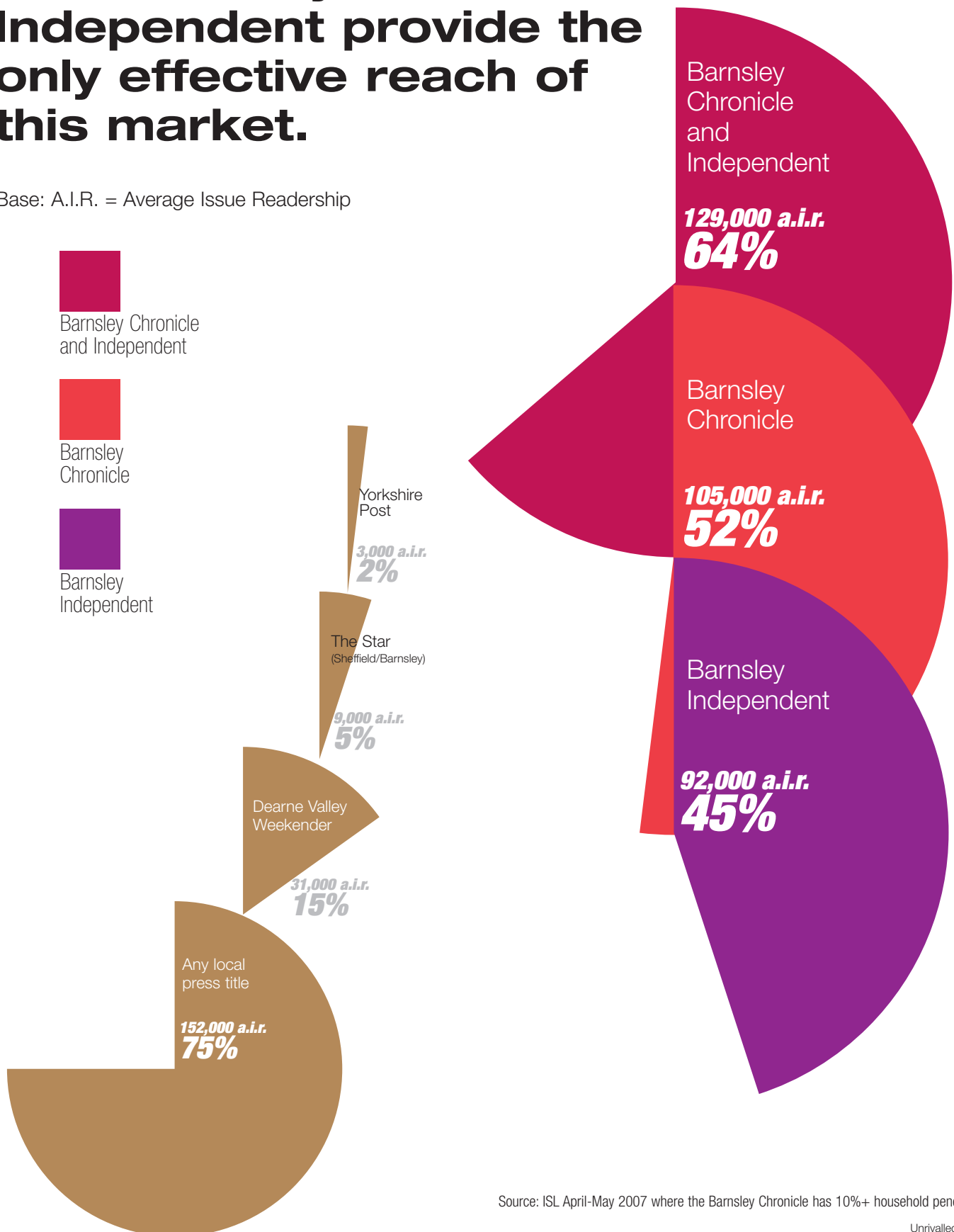


# unrivalled local readership

The Barnsley Chronicle and Independent provide the only effective reach of this market.

Base: A.I.R. = Average Issue Readership



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