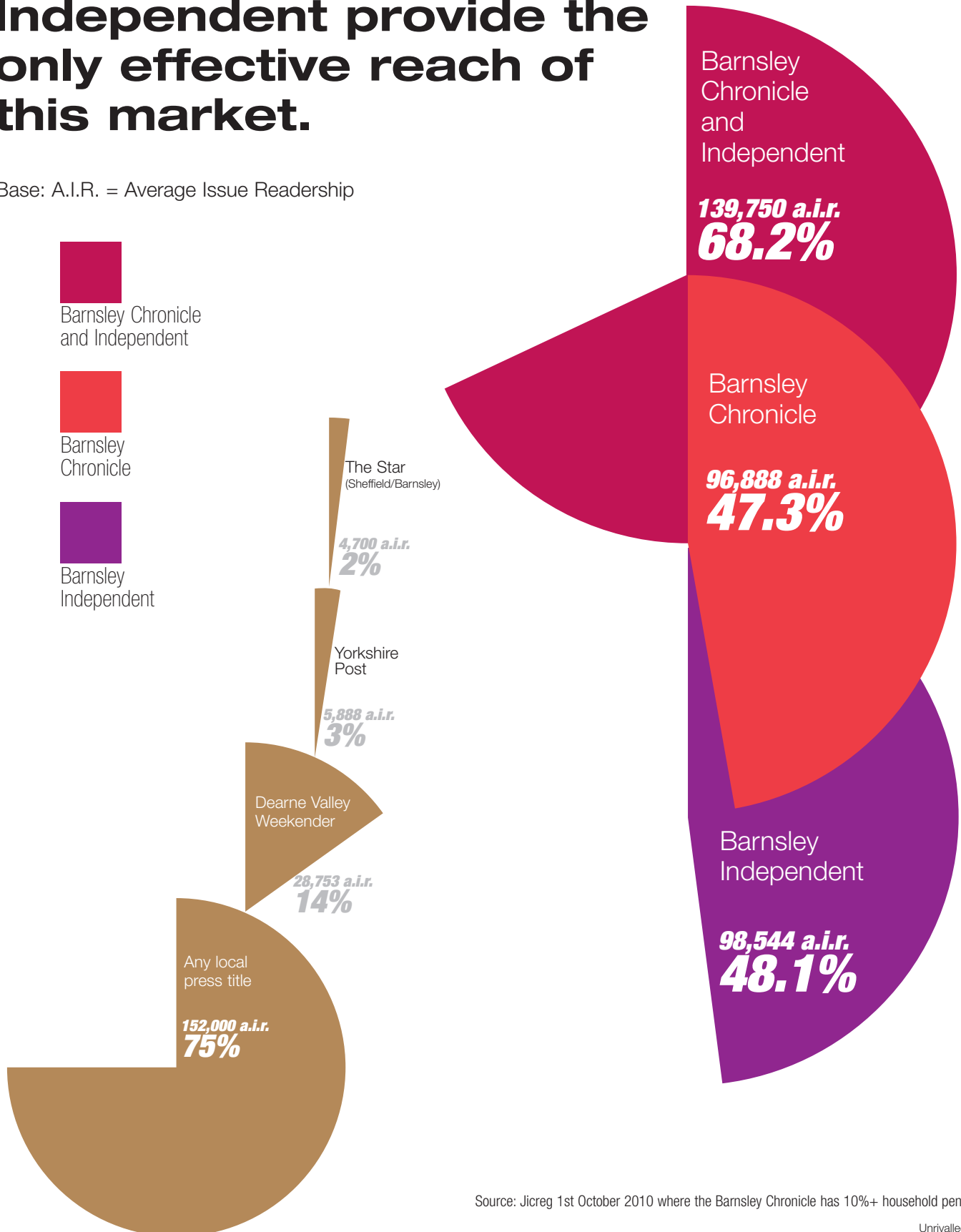


# unrivalled local readership

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

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



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