

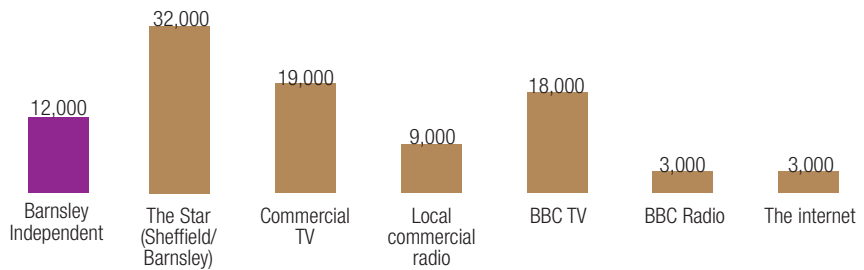
# why local media

No wonder our titles are the best source of local information...



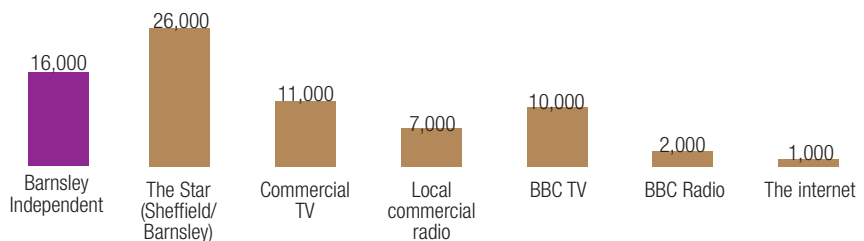
Barnsley Chronicle

*The Barnsley Chronicle is considered as the best source of information for local news...*



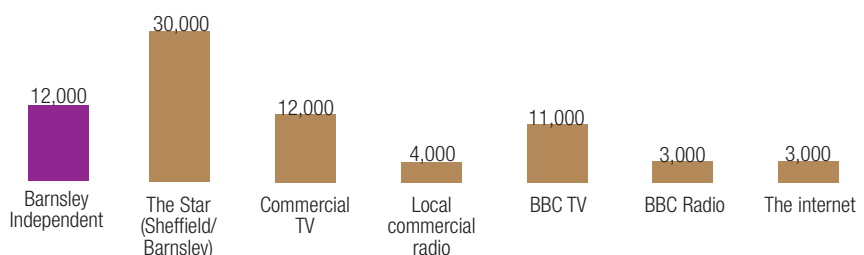
Barnsley Chronicle

*and is considered to be the media that best reflects the voice of the community...*



Barnsley Chronicle

*and most importantly the Barnsley Chronicle is considered to be the most trustworthy provider of local information.*



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