

# why local media

Want to maximise exposure within the **Barnsley** location?



Barnsley Chronicle reaches 61%\* of adults (58,341 average issue readers)

Barnsley Independent reaches 68%\* of adults (64,925 average issue readers)



Reach an extra  
**23,976**  
 adults

by advertising in the Barnsley Independent as well as Barnsley Chronicle. That's 86%\* of adults within the Barnsley location.

\*Source: Jicreg data at 1st April 2008