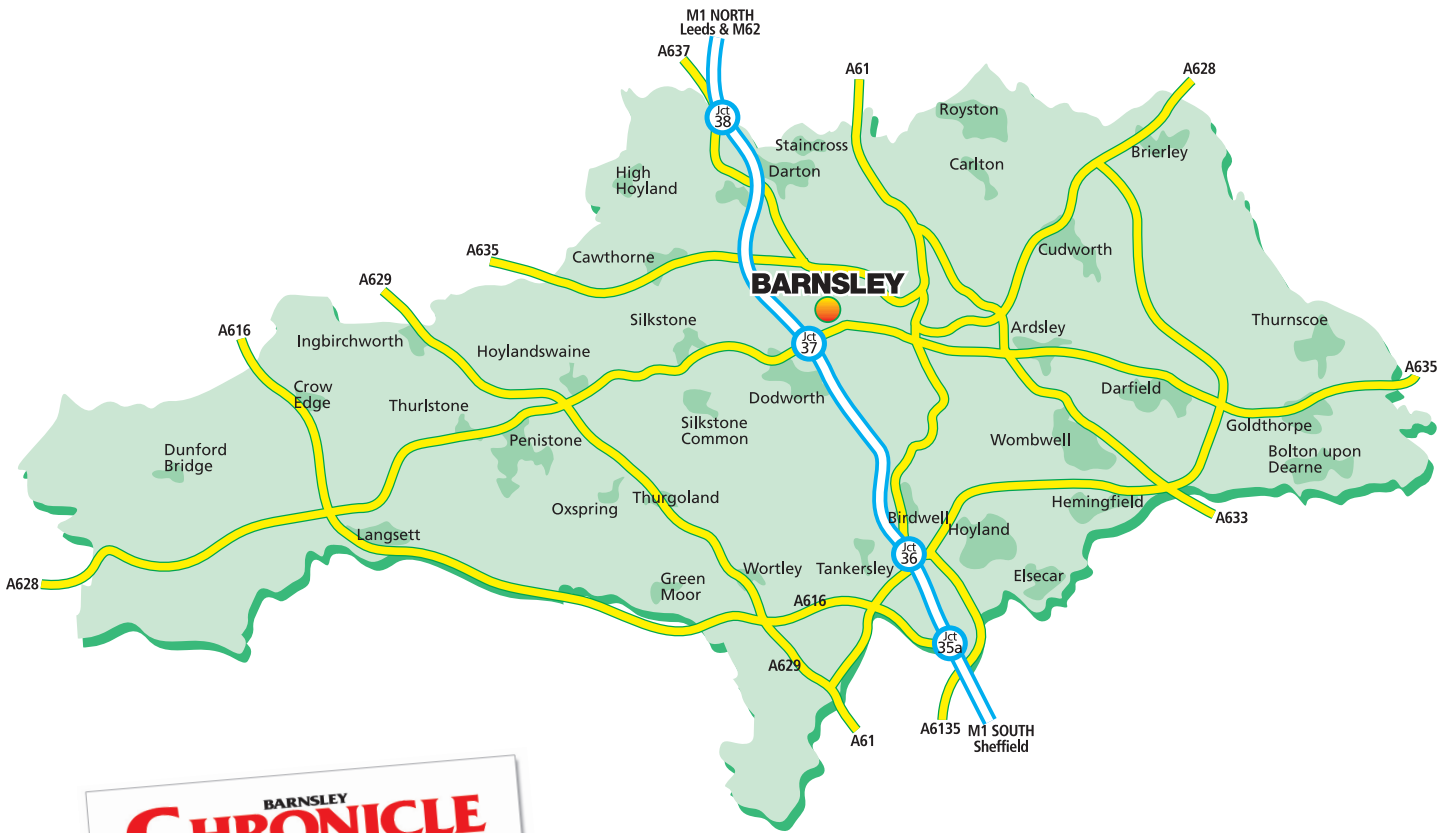


why local media

Want to maximise exposure within the Metropolitan **Borough of Barnsley**?



Barnsley Chronicle reaches 48.88%* of adults
(94,618 average issue readers)

Barnsley Independent reaches 50.91%* of adults
(98,545 average issue readers)



Reach an extra
42,861
adults

by advertising in the
Barnsley Independent
as well as Barnsley Chronicle.
That's 71.03%* of adults
within the Borough.

*Source: Jicreg data at 1st October 2010