

BARNLSLEY CHRONICLE

The Barnsley Chronicle is now one of the largest selling weekly titles in the UK. A quality broadsheet paid-for weekly newspaper covering the town and its surrounding area with seven separate editorial editions, the Barnsley Chronicle has enjoyed many years of circulation growth. With an award winning team of reporters and photographers, all well known and respected within the community, the Barnsley Chronicle attracts a vast readership every week. With tabloid weekly Property, Motors and award winning Classified sections every week and a regular Business section, it is an essential source of information on goods and services. The Barnsley Chronicle is not just a local newspaper, but an integral part of the local community; it reflects the concerns and needs of its readers and keeps them informed of everything that is happening around them.

Recent independent research shows that:

- ▲ The average time spent reading each copy of the Barnsley Chronicle is 42 minutes. This is almost 10 minutes longer than average for a weekly paid for newspaper;
- ▲ The Barnsley Chronicle has more readers within the research area than all the national titles combined;
- ▲ 9 out of 10 readers* thought the Barnsley Chronicle had good coverage of local news;
- ▲ 9 out of 10 readers* found the Barnsley Chronicle trustworthy;
- ▲ The Barnsley Chronicle has a higher weekly reach than all the local commercial radio stations combined;
- ▲ The Barnsley Chronicle is retained in the home most of the week;
- ▲ During a full year the Barnsley Chronicle is read by almost 3/4 of all adults within the research area.

**of those expressing an opinion*

If you would like to hear the full story of our research, and how effective your advertising can be, contact us:

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Targeted editorial editions

- Town
- Royston
- Penistone
- Wombwell
- Hoyland
- Dearne
- Darton

