

BARNLSLEY INDEPENDENT

The Barnsley Independent

Established in 1973 The Barnsley Independent is a hugely popular free title with a loyal readership and is an effective medium for its many local and national advertisers. In addition to healthy retail and classified columns it also carries a significant amount of local interest stories and photographs.

Offering high quality full colour and mono advertising the Barnsley Independent reaches a wide audience with its distribution area covering the borough of Barnsley.

In the survey area which has an adult population of 163,000 the Barnsley Independent:

- Reaches 99,000 adult readers, which is 61% of all adults.
- Distributes to over 67,000 households every week.
- ❖ 90% (89,000 A.I.R.) of Barnsley Independent readers are not average issue readers of any regional daily title.
- ❖ In an average week, free distribution newspapers reach 109,000 adults 15+, of those 91% (99,000 A.I.R.) read the Barnsley Independent.
- ❖ The Independent reaches 30,000 adults who are not average issue readers of the Barnsley Chronicle.
- ❖ The average time spent reading each copy of the Barnsley Independent is 22 minutes. This is 23% longer than the industry average.
- ❖ 63% of average issue readers read half or more of the Barnsley Independent.
- ❖ 91% of average issue readers believe the product provides good coverage of local news.

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

Telephone: **01226 734619/214619** (Advertising)

Fax: **01226 734343/214343**

DX: **25201 Barnsley 2**

E-mail:

advertising@barnsley-chronicle.co.uk

editorial@barnsley-chronicle.co.uk

London: **David L Clacksons 020 7357 7979**

Manchester: **David L Clacksons 0161 877 7333**



Cumulative Readership of the Barnsley Independent

Base: All Adults
NOP Media

