



NORTHAMPTON Chronicle & ECHO

Northamptonshire's leading paid for newspaper, the Chronicle and Echo is available in Northampton and surrounding areas. Subscribers receive their publication direct to their door, Monday to Saturday, whilst casual purchasers can pick up a copy at any one of our numerous retail outlets and sales points.

Readership & Circulation*

Monday to Friday	21,827
Saturday	17,309
Monday to Saturday	21,114
Readers per copy	2.2
Average Issue Readership	46,075

*Official ABC Figure July-December 2006

Average time spent reading

28 minutes

Average Tabloid pagination

96

Issues per year

312

Specialist Supplements

Monday	Sports & Free Ads
Tuesday	Term Time
Wednesday	Property Today
Thursday	Jobs Today
Friday	The Guide & Motors Today
Saturday	Weekend Life

Rates

ROP	£8.60
Property	£8.60
Motors	£8.60
Entertainments	£8.60
Public Notices	£12.72
Situations Vacant	£29.20
Full colour	Add 30%

Price SCC**

Please note that rates are subject to discounts for series bookings and special packages
**SCC - single column centimetre

Deadlines

Insertion Day	Booking	Copy
Monday	Friday 12pm	Friday 4pm
Tuesday	Friday 5pm	Monday 10:30am
Wednesday	Monday 5pm	Tuesday 10:30am
Thursday	Tuesday 5pm	Wednesday 10:30am
Friday	Wednesday 5pm	Thursday 5:30pm
Saturday	Thursday 4pm	Friday 10:30am

A massive 83% of Northamptonshire's adults have read the Chronicle & Echo
(NOP Media Research)

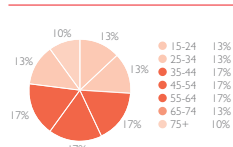


Readership profile

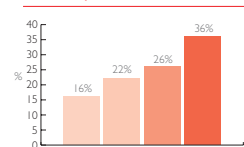
- 35% of readers have lived in the area for less than 10 years.
- 67% of readers have children under 15.
- 73% of readers are home owners.
- 54% of readers are Male, and 46% are Female.

Data Source: NOP Media Research

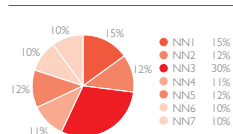
Readership Profile - Age Range



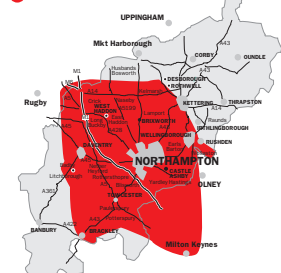
Readership Profile - Social Grade



Average Readership by Postcode



Distribution Areas



Contact
Northampton - 01 604 467000
Kettering - 01 536 506100

Data Source: JICREG, Newspaper Society, Charts Sources: NOP Media Research