



Evening Telegraph

Printed six days per week, the Evening Telegraph serves the towns of Kettering, Corby, Wellingborough, Rushden and surrounding villages. Within the Evening Telegraph's coverage area, 82% of the adult population have read the Evening Telegraph.

Readership & Circulation*

Monday to Friday	24,018
Saturday	20,254
Monday to Saturday	23,378
Readers per copy	2.4
Average Issue Readership	54,886

* Official ABC Figure, July-December 2006

Average time spent reading

23.3 minutes

Average Tabloid pagination

56

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	Community News

Rates

ROP	£9.59
Property	£9.59
Motors	£9.59
Entertainments	£9.59
Public Notices	£9.73
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 12pm
Tuesday	Friday 4pm	Friday 4pm
Wednesday	Monday 4pm	Monday 4pm
Thursday	Tuesday 4pm	Tuesday 4pm
Friday	Wednesday 4pm	Wednesday 4pm
Saturday	Thursday 4pm	Thursday 4pm

"I have used rival papers for many years, but switching to the Evening Telegraph on a permanent basis has been a revelation"

(Roger Denton Motors)

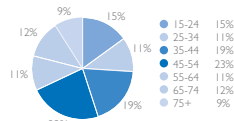


Readership profile

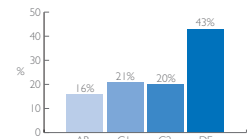
- 78% of people recently moved to the area (within 1 year) have read the Evening Telegraph.
- 65% of readers have children less than 15 years of age.
- 69% of readers are home owners.
- 45% of readers are Male, and 55% are Female.

Data Source: NOP Media Research

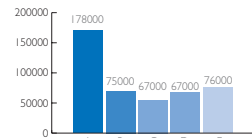
Readership Profile - Age Range



Readership Profile - Social Grade

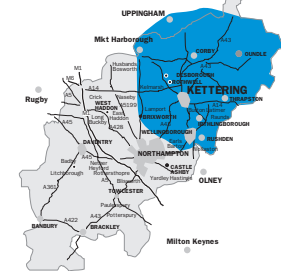


Market Share Readership (Kettering)



- A - Northamptonshire Newspapers
- B - Northants Mercury & Citizen
- C - Evening Telegraph
- D - Competitors
- E - Northants on Sunday

Distribution Areas



Contact

Kettering - 01536 506100
Northampton - 01604 467000

Data Source: JICREG, Newspaper Society & NOP Media Research