



## NorthamptonChron.co.uk

Advertising on NorthamptonChron.co.uk and in the Chronicle & Echo together will reach an audience almost double that of the newspaper alone. Only 14%\* of our online site visitors are average issue readers of the Chronicle & Echo so it is essential to advertise on the website to reach that unique audience. Internet penetration is increasing rapidly as is the frequency with which people are going online. As a result of this rapid growth, British consumers are now spending more than ever with UK internet sales reaching £3 billion for the month of November 2006 as Britain's online shoppers reaffirmed their affinity with online Christmas shopping. (Source: IMRG 1411 2/2006)

\*NOP market research

### Audience Statistics\*\*

Page views	710,576
Visits	126,134
Unique Site Visitors	46,740

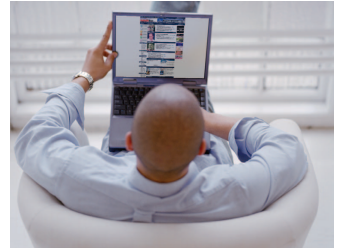
\*\*Average figures Jan-March 2007

### Readership profile

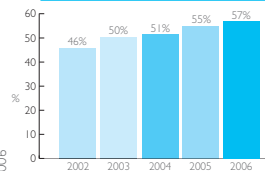
- 88% of all site users live in the UK
- 72% of visitors live in Northamptonshire
- 71% of site users are aged between 25-54
- 53% of online users are male and 47% are female (Statistics based on online survey 2004/05)
- Almost 50% of online users are classed AB (Forrester consumer technographics)

### Our Group of Websites

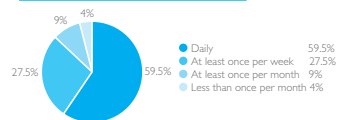
- JobsToday.co.uk
- PropertyToday.co.uk
- LocalPagesToday.co.uk
- MotorsToday.co.uk
- Free-AdsToday.co.uk
- NorthamptonChron.co.uk
- NorthantsET.co.uk
- HarboroughMail.co.uk



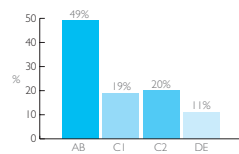
### Households with access to internet



### "How often do you go online?"



### Readership Profile - Social Grade



Data Source: Forrester Consumer Technographics, National statistics August 2006

### Contact

Northampton - 01 604 467000  
Kettering - 01 536 506100

Nearly 90% of first time visitors would recommend our website to a friend

(Online survey results 2005)

Over 22 million UK Adults shopped online in 2006

(Newspaper Society - UK Media Market 2007)