



Northants on Sunday

Delivered every Sunday through the doors of over 51,000 homes, Northants on Sunday captures reader attention during prime leisure time. With remarkably high readership and highly competitive rates the Northants on Sunday offers exceptional cost efficiency. Advertisers seeking high frequency and low cost advertising will be delighted with this publication's value for money.

*Readership & Distribution

Northants on Sunday	51,149
Readers per copy	1.5
Average Issue Readership	<u>76,724</u>

*Non-verified distribution

Rates

ROP	£5.70
Property	£5.70
Motors	£5.70
Entertainments	£5.70
Public Notices	£10.04
Situations Vacant	£27.95
Full colour	Add 30%

Price SCC**

Average Pagination

35

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

The weekend is the busiest time for shopping. Saturday and Sunday are increasingly popular and now account for 38% of all shopping trips. Advertising at weekends is becoming increasingly important.

Deadlines Insertion Day	Booking	Copy
Sunday	Thursday 4pm	Friday 10.30am

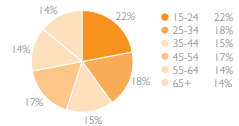
79% of people living in the Kettering & surrounding area are interested in news about Northants generally

(NOP Media Research)

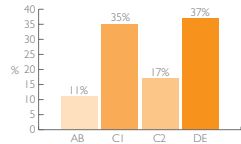
"I wanted to write to you to express my satisfaction with our current arrangement regarding my advertising within your newspapers...I feel sure our relationship, and the response I get from advertising will continue to work well for us"

(*Marist Arts Centre)

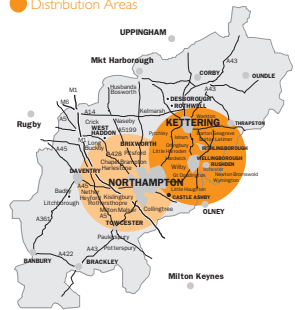
Readership Profile - Age Range



Readership Profile - Social Grade



Distribution Areas



Contact
 Kettering - 01536 506100
 Northampton - 01604 467000

Data Source: JICREG

