



# Mercury & Citizen Northampton Mercury & Citizen

The Northampton Mercury & Citizen is delivered every Thursday through over 48,000 doors. This free newspaper is one of the oldest regional newspapers in Britain. Appearing in both the Northampton and Northants Mercury & Citizens can achieve a sizeable joint readership of over 142,000 ensuring an exceptionally inexpensive cost per reader:

### Readership & Distribution\*

Thursday 48,615  
Readers per copy 1.5  
Average Issue Readership 71,910

\*Official JJCREG readership data July - December 2006

### Average time spent reading

18 minutes

### Average Tabloid pagination

64

### Issues per year

52

### Rates

### Price SCC\*\*

ROP	£8.85
PROPERTY	£8.85
Motors	£8.85
Entertainments	£8.85
Public Notices	£8.60
Situations Vacant	£27.14
Full colour	Add 30%

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

### Deadlines

Insertion Day	Booking	Copy
Thursday	Tuesday 11am	Tuesday 5pm

**“I am very pleased with the way your sales executive helped us with our advert”**

(Laws Homecare)

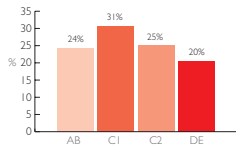
**70% of Northamptonshire's adults would seek leisure and entertainment information locally**

(NOP Media Research)

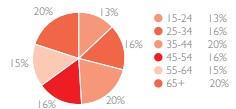
### Readership profile

- 48% of readers are Male, and 52% are Female.

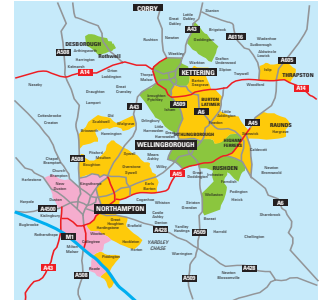
### Readership Profile - Social Grade



### Readership Profile - Age Range



### Distribution Areas



- Northants On Sunday
- Northants Mercury & Citizen
- Northampton Mercury & Citizen

### Contact

Northampton - 01604 467000  
Kettering - 01536 506100

Data Source: JJCREG Newspaper Readership Report Jun-Dec: 2006

