



Mercury & Citizen Northants Mercury & Citizen

This award winning publication has been recognised for its outstanding design, content and layout and remains extremely cost efficient. The Northants Mercury & Citizen (formerly the Northants Citizen) is delivered free every Thursday across Corby, Kettering, Wellingborough and Rushden. Appearing in both the Northants and Northampton Mercury & Citizen can achieve a sizeable joint readership of over 142,000 ensuring great value advertising.

Readership & Distribution*

Northants Mercury & Citizen Series 48,662
Readers per copy 1.4
Average Issue Readership 70,452

Corby Mercury & Citizen 8,731
Average Issue Readership 12,641
Kettering Mercury & Citizen 18,350
Average Issue Readership 26,568
Wellingborough/Rushden M&C 21,581
Average Issue Readership 31,244

*Official JICREG readership data July-December 2006

Rates	Price SCC**
ROP	£8.15
Property	£8.15
Motors	£8.15
Entertainments	£8.15
Public Notices	£8.57
Situations Vacant	£27.14
Classified	£8.36
Full colour	Add 30%

Average time spent reading
13 minutes
Average Pagination
48
Issues per year
52

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

Deadlines	Booking	Copy
Thursday	Tuesday 11am	Tuesday 11am

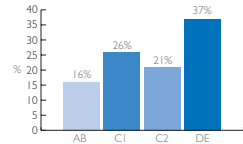
“Providing a win-win situation for both parties”
(Martial Arts Centre)

With an astounding 87% market share in the Northants Mercury & Citizen coverage area, Northamptonshire Newspapers are the preferred choice for local advertisers.
(Northamptonshire Newspapers)

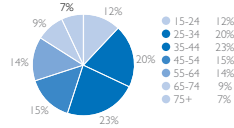
Readership profile

- 51% of readers are Male, and 49% are Female.

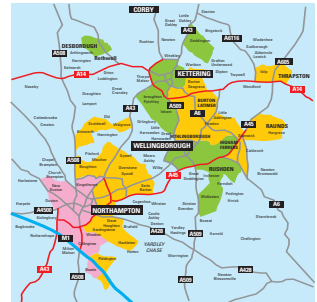
Readership Profile - Social Grade



Readership Profile - Age Range



Distribution Areas



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

Contact

Kettering - 01536 506100
Northampton - 01604 467000

Data Source: JICREG Newspaper Readership Report Jul-Dec 2006.

