



Chronicle & Echo

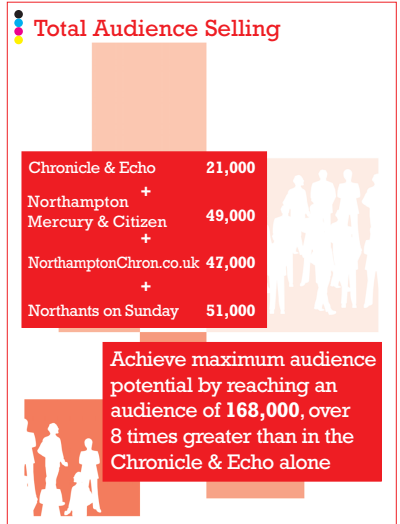
Total Audience Selling

Northamptonshire Newspapers are a multi-media organisation who sell a total audience package. We understand that the best way to ensure maximum advertisement response is to increase audience size.

Total Audience Proposal		Distribution/Circulation
Newspapers	Chronicle & Echo	21,114
	Evening Telegraph	23,378
	Northants on Sunday	51,149
	Northampton M&C*	48,615
	Northants M&C*	48,662
	Harborough Mail	13,122
		206,040
Magazines	Image	12,000
Internet**	NorthamptonChron.co.uk	46,740
	NorthantsET.co.uk	34,971
	HarboroughMail.co.uk	9,889
		91,600
Total Audience		297,640

* Mercury & Citizen

** Average monthly unique site visitors for Jan-Mar 2007



Contact
Northampton - 01604 467000
Kettering - 01536 506100



Research proves that placing an advert in the Chronicle & Echo and on our website will double the audience reached

(NOPMedia Research)

Are your advertisements being seen over 297,000 times? Our Total Audience Package can achieve an audience over fourteen times greater than advertising in the Chronicle & Echo alone

Advertising on NorthamptonChron.co.uk reaches a NEW audience of over 46,740

(Northamptonshire Newspapers New Media)