



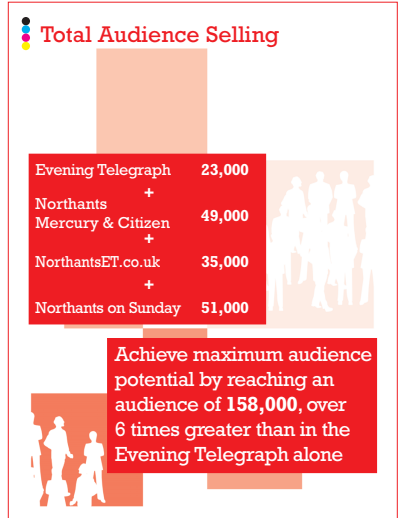
# Evening Telegraph

## Total Audience Selling

Northamptonshire Newspapers is a multi-media organisation which sells 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	Evening Telegraph	23,378
	Chronicle & Echo	21,114
	Northants on Sunday	51,149
	Northampton M&C*	48,615
	Northants M&C*	48,662
	Harborough Mail	13,122
		<b>206,040</b>
Magazines	Image	12,000
Internet**	NorthantsET.co.uk	34,971
	NorthamptonChron.co.uk	46,740
	HarboroughMail.co.uk	9,889
		<b>91,600</b>
<b>Total Readership</b>		<b>297,640</b>

\*Mercury & Citizen  
\*\* Average monthly unique site visitors for February 2007



Contact  
Kettering - 01536 506100  
Northampton - 01604 467000

Research proves that placing an advert in the Evening Telegraph and on our website will double the audience reached

(NOP Media Research)

Are your advertisements being seen over 297,000 times? Our Total Audience Package can achieve an audience nearly thirteen times greater than advertising in the Evening Telegraph

Advertising on NorthantsET.co.uk reaches a NEW audience of 34,971

(Northamptonshire Newspapers New Media)