

# BIRMINGHAM MAIL EXTRA

**1**

number one free weekly for Birmingham

**118,092**

Readers in the Birmingham area

**79,592**

copies, more than any other newspaper in Birmingham

**48**

pages of property every week

**452,122**

unique users on [birminghammail.net](http://birminghammail.net)

# BIRMINGHAM MAIL EXTRA

The Birmingham Mail Extra is the largest free newspaper delivered to more homes and read by more people than any other newspaper in Birmingham.

The Mail Extra has been re-vamped and now includes Homeseeker a 48 page property supplement every week, which includes properties from all the leading estate agents.

Delivered to over 79,000 households every week and read by almost 120,000 people the Birmingham Mail Extra is the number one free weekly newspaper in Birmingham.

Birmingham Mail Extra's readership is evenly split across gender, and socio-economic groups ensuring that our supplements packages can help you reach a wide range of potential customers.

## BIRMINGHAM MAIL EXTRA

**Circulation:** 79,592

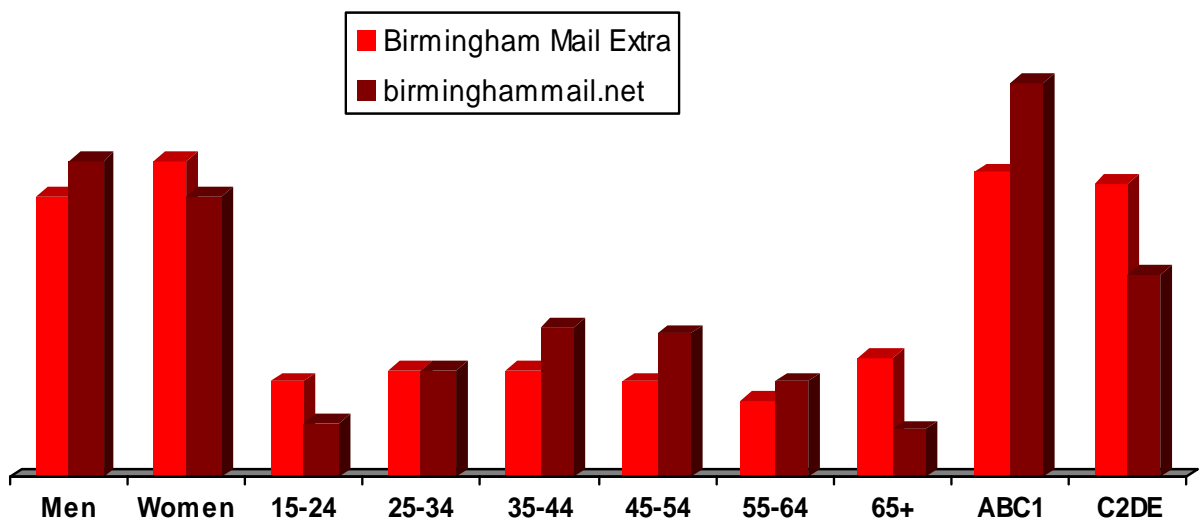
**Readership:** 118,092

**Unique Users:** 452,122

**Page Impressions:** 2,543,460

# AUDIENCE

Readership of the Birmingham Mail Extra is evenly split across gender, age and socio-economic groups ensuring that we can help you reach your potential customers whoever they are.



Demography	Readers	Composition	Web Users	Composition
Men	55,354	47%	102,000	53%
Women	62,737	53%	90,000	47%
15-24	18,873	16%	16,000	9%
25-34	21,190	18%	34,000	18%
35-44	21,152	18%	48,000	25%
45-54	18,474	16%	47,000	24%
55-64	15,302	13%	33,000	16%
65+	23,100	20%	14,000	8%
ABC1	60,648	51%	127,000	66%
C2DE	57,444	49%	65,000	34%



Trinity Mirror Midlands

# COVERAGE

Sector	Location	Circulation	Households	Penetration
B13 0	Billesley	239	5,290	5%
B13 8	Moseley	1,563	3,492	45%
B13 9	Moseley	2,570	6,665	39%
B14 4	Yardley Wood	1,960	5,002	39%
B14 5	Kings Heath	1,333	4,628	29%
B14 6	Kings Heath	3,157	4,544	69%
B14 7	Kings Heath	2,972	3,443	86%
B25 8	Yardley	1,854	6,018	31%
B26 1	Yardley	4,199	4,390	96%
B26 2	Cockshut Hill	2,299	4,538	51%
B27 6	Acocks Green	1,606	4,073	39%
B27 7	Stockfield	1,931	5,949	32%
B28 8	Hall Green	2,257	2,847	79%
B28 9	Hall Green	755	2,750	27%
B33 0	Garrets Green	1,200	4,440	27%
B33 8	Stechford/Yardley	1,532	4,812	32%
B38 0	Druids Heath	307	699	44%
B38 8	Kings Norton	2,809	3,874	73%
B38 9	Walkers Heath	614	4,399	14%
B15 1	Edgbaston	174	1,063	16%
B15 2	Edgbaston	1,224	2,811	44%
B15 3	Edgbaston	1,538	2,024	76%
B16 9	Edgbaston/Ladywood	255	2,949	9%
B17 0	Harborne	874	4,241	21%
B17 8	Harborne	498	3,172	16%
B17 9	Harborne	464	3,525	13%
B29 4	Weoley Castle	1,251	2,860	44%
B29 5	Weoley Castle	1,912	4,257	45%
B29 6	Selly Oak	1,948	4,537	43%
B29 7	Selly Oak	2,120	3,952	54%
B30 1	Bournville	3,462	4,760	73%
B30 2	Stirchley	2,230	4,795	47%
B30 3	Stirchley	617	3,223	19%
B31 1	Shenley	1,657	4,522	37%
B31 2	Northfield	2,481	5,117	48%
B31 3	West Heath	1,612	4,582	35%
B31 4	Longbridge	1,536	4,249	36%
B31 5	Northfield	2,198	3,687	60%
B32 1	Quinton	2,758	3,760	73%
B32 2	Quinton	2,322	5,270	44%
B32 3	Bartley Green	1,298	5,050	26%
B32 4	Bartley Green	771	2,325	33%
B45 8	Cofton	833	4,307	19%
B5 7	Edgbaston	339	3,596	9%
B66 4	Bearwood	100	2,717	4%



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