

73,669

readers per week of the Post

91%

of households have the Post delivered

48,965

newspapers are distributed weekly

17,073

page impressions at chasepost.net

CANNOCK AND BURNTWOOD POST

Circulation: 48,965

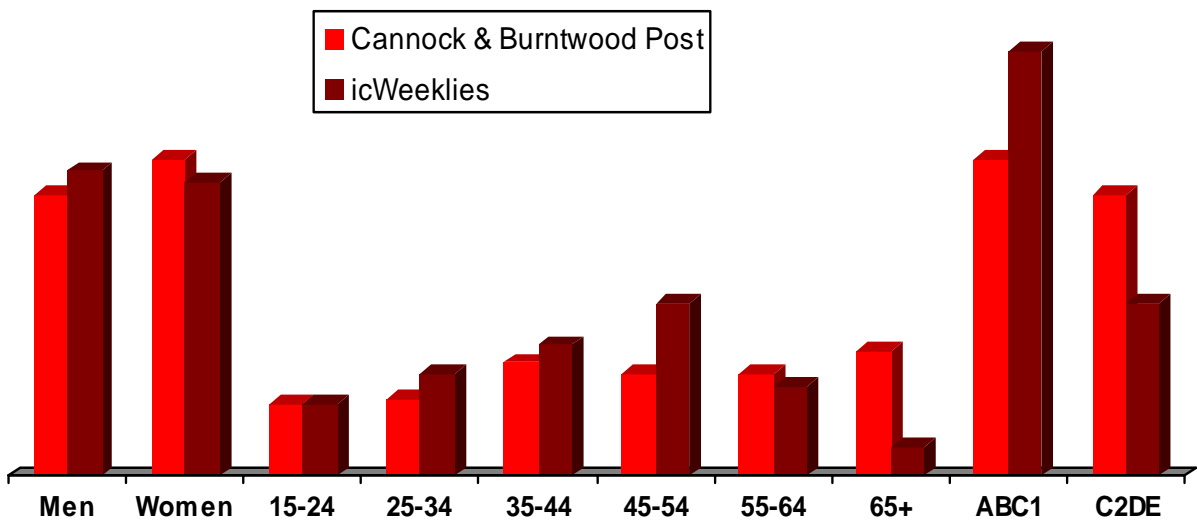
Readership: 73,669

Unique Users: 5,865

Page Impressions: 17,073

AUDIENCE

The Post is ideal for reaching affluent audiences, over 50% of readers and 71% of online users are in ABC1 socio-economic groups.



Demography	Readers	Readers Composition	Web Users Composition
Men	34,717	47%	51%
Women	38,951	53%	49%
15-24	8,868	12%	12%
25-34	9,597	13%	17%
35-44	14,109	19%	22%
45-54	12,890	17%	29%
55-64	12,688	17%	15%
65+	15,517	21%	5%
ABC1	39,219	53%	71%
C2DE	34,449	47%	29%



Trinity Mirror Midlands

COVERAGE

Sector	Location	Circulation	Households	Penetration
ST19 5	Penkridge	2,768	3,558	78%
WS11 0	Cannock	1,565	1,694	92%
WS11 1	Cannock	3,627	3,899	93%
WS11 4	Cannock	1,773	1,756	101%
WS11 5	Cannock	3,000	3,062	98%
WS11 6	Cannock	1,729	1,812	95%
WS11 7	Cannock/ Heath Hayes	1,293	1,547	84%
WS11 8	Cannock	571	598	95%
WS11 9	Norton Canes	2,752	2,948	93%
WS12 0	Cannock Wood/ Hazel Slade	404	1,193	34%
WS12 1	Cannock/ Hednesford	2,084	2,256	92%
WS12 2	Cannock/ Wimblebury	2,510	2,550	98%
WS12 3	Cannock/ Heath Hayes	1,563	1,658	94%
WS12 4	Cannock/ Hednesford	5,348	5,895	91%
WS6 6	Great Wyreley	3,549	3,879	91%
WS6 7	Cheslyn Hay	3,435	3,414	101%
WS7 0	Burntwood/ Hammerwich	1,058	1,672	63%
WS7 1	Burntwood	1,880	2,220	85%
WS7 2	Burntwood/ Hammerwich	2,262	2,200	103%
WS7 3	Burntwood/ Hammerwich	684	711	96%
WS7 4	Burntwood/ Hammerwich	2,756	2,880	96%
WS7 9	Burntwood/ Hammerwich	1,985	2,267	88%