

# 130,375

readers weekly

# 57%

of households in the area have the Times delivered

# 49,332

unique users at [iccoventry.co.uk](http://iccoventry.co.uk)

# 258,091

page impressions

**COVENTRY TIMES**

**Circulation: 76,840**

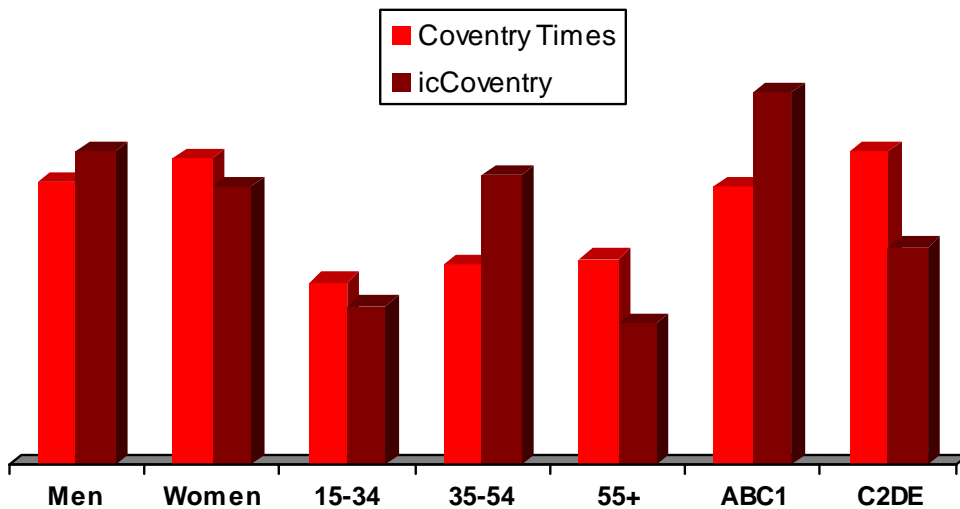
**Readership: 130,375**

**Unique Users: 49,332**

**Page Impressions: 258,091**

# AUDIENCE

Readers are split across all demographic groups ensuring your advertising will reach a wider range of consumers.



Demography	Readers	Composition	Web Users	Composition
Men	62,993	48%	20,000	53%
Women	67,382	52%	18,000	47%
15-24	17,956	14%	4,000	10%
25-34	21,597	17%	6,000	17%
35-44	24,012	18%	9,000	24%
45-54	21,125	16%	9,000	25%
55-64	18,173	14%	6,000	17%
65+	27,512	21%	3,000	7%
ABC1	61,102	47%	24,000	63%
C2DE	69,273	53%	14,000	37%

# COVERAGE

Reaching the heart of Coventry and it's suburbs, the Times allows you to target your audience effectively.

Sector	Location	Circulation	Households	Penetration
CV2 2	Woodyway / Walsgrave	3,667	5,266	70%
CV2 3	Wyken, Wyken Green	3,891	5,236	74%
CV2 4	Middle Stoke, Barras Green	1,033	5,076	20%
CV2 5	Stoke, Wyken	3,638	4,896	74%
CV3 1	Binley, Stoke Green	1,376	3,442	40%
CV3 2	Clifford Bridge, Binley	5,243	6,557	80%
CV3 3	Wilenhall	175	3,586	5%
CV3 4	Toll Bar End, Whitley	1,507	2,056	73%
CV3 5	Cheylesmore, Styvechale	3,761	5,448	69%
CV3 6	Green Lane, Finham	4,598	5,291	87%
CV4 7	Cannon Park	1,068	2,327	46%
CV4 8	Canley	1,497	2,849	53%
CV4 9	Tile Hill	3,562	6,695	53%
CV5 6	Earlsdon, Beechwood	4,561	5,308	86%
CV5 7	Mount Nod, Eastern Green	5,013	5,230	96%
CV5 8	Chapelfields, Whoberley	3,745	5,291	71%
CV5 9	Allesley, Allesley Village	3,427	4,237	81%
CV6 1	Lower Radford, Coundon	4,523	5,388	84%
CV6 2	Upper Coundon, Keresley	4,889	5,225	94%
CV6 3	Upper Radford	2,955	3,942	75%
CV6 4	Holbrooks, Whitmore Park	4,980	5,110	97%
CV6 5	Foleshill	1,422	4,431	32%
CV6 6	Longford, Rowleys Green	1,405	4,364	32%
CV6 7	Hall Green	3,042	4,922	62%

This analysis represents the number of households delivered to at least once during the period and not the average distribution over all issues. Therefore, the total of these figures may differ from the average net total distribution. Sectors where distribution exceeds households is due to new housing not being counted in household figures