

# 47,343

readers weekly

# 24,140

copies are distributed

# 68%

of households have the Herald and Journal delivered

# 1st

the leading free paper in Hinckley

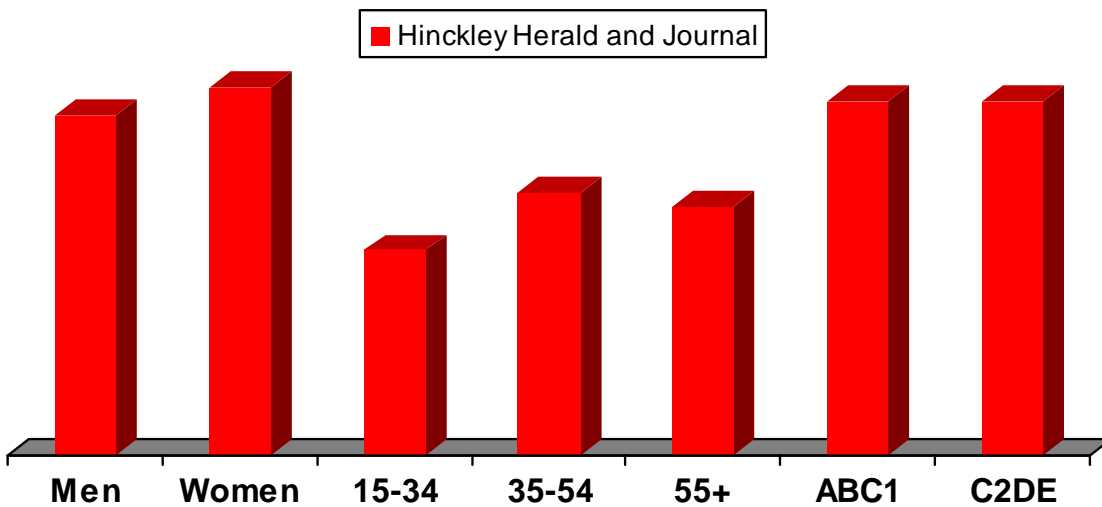
**HINCKLEY HERALD AND JOURNAL**

**Circulation: 24,140**

**Readership: 47,343**

# AUDIENCE

Hinckley Herald and Journal attracts a varied and wide audience across gender, age and socio-economic group, allowing advertisers to effortlessly reach their target market.



Demography	Readers	Composition
Men	22,750	48%
Women	24,593	52%
15-24	5,546	12%
25-34	7,903	17%
35-44	9,238	20%
45-54	7,948	17%
55-64	7,959	17%
65+	8,749	18%
ABC1	23,845	50%
C2DE	23,498	50%

# COVERAGE

Every week the Herald & Journal is delivered to more people in Hinckley than any other newspaper title - paid-for or free. Its readers, who see it as the voice of the community, say it is always an interesting read.

Sector	Location	Circulation	Households	Penetration
LE10 0	Hinckley Town	7,221	8,603	84%
LE10 1	Hinckley Town	3,025	4,509	67%
LE10 2	Burbage	3,458	6,255	55%
LE9 7	Earl Shilton	3,243	4,695	69%
LE9 8	Barwell	2,254	3,999	56%

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