

37,104

readers weekly

28 minutes

the average time spent reading the Times

Over 115 years

serving the local community

29,010

page impressions at hinckleytimes.net

HINCKLEY TIMES

Circulation: 13,047

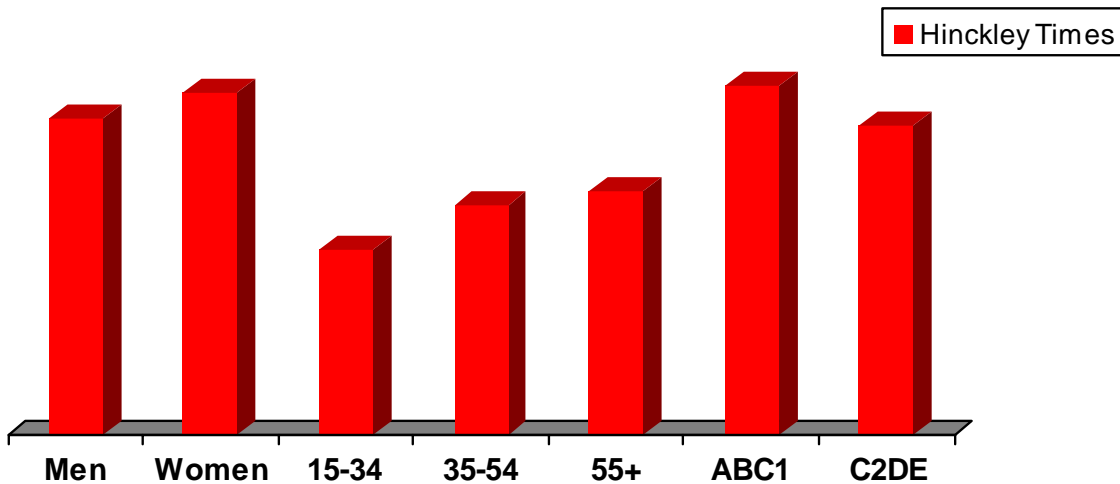
Readership: 37,104

Page impressions: 29,010

Unique Users: 8,004

AUDIENCE

The Hinckley Times is ideal for reaching the prosperous ABC1 social-economic group as well as those middle aged and older - over 25,000 readers are aged 35+.



Demography	Readers	Composition
Men	17,865	48%
Women	19,239	52%
15-24	3,968	11%
25-34	6,303	17%
35-44	6,840	18%
45-54	6,488	17%
55-64	5,759	16%
65+	7,746	21%
ABC1	19,746	53%
C2DE	17,358	47%

COVERAGE

The Hinckley Times is the only weekly paid for newspaper serving the Hinckley area. It offers readers a valued source of local information and advertisers extensive coverage of the Hinckley area.

Sector	Location	Circulation	Households	Penetration
LE10 0	Hinckley	3,142	8,838	36%
LE10 1	Hinckley	4,396	4,671	94%
LE10 2	Aston Flamville	2,636	6,354	41%
LE9 3	Leicester Rural	65	1,419	5%
LE9 4	Leicester Rural	727	2,606	28%
LE9 6	Leicester Rural	110	3,440	3%
LE9 7	Earl Shilton	1,637	4,981	33%
LE9 8	Barwell/ Stapleton	1,419	4,132	34%