

# 62,693

readership of the Stafford Post

# 1st

the leading free newspaper in Stafford

# 30,782

copies delivered every week

# 6,716

page impressions at [icstafford.co.uk](http://icstafford.co.uk)

**STAFFORD POST**

**Circulation: 30,782**

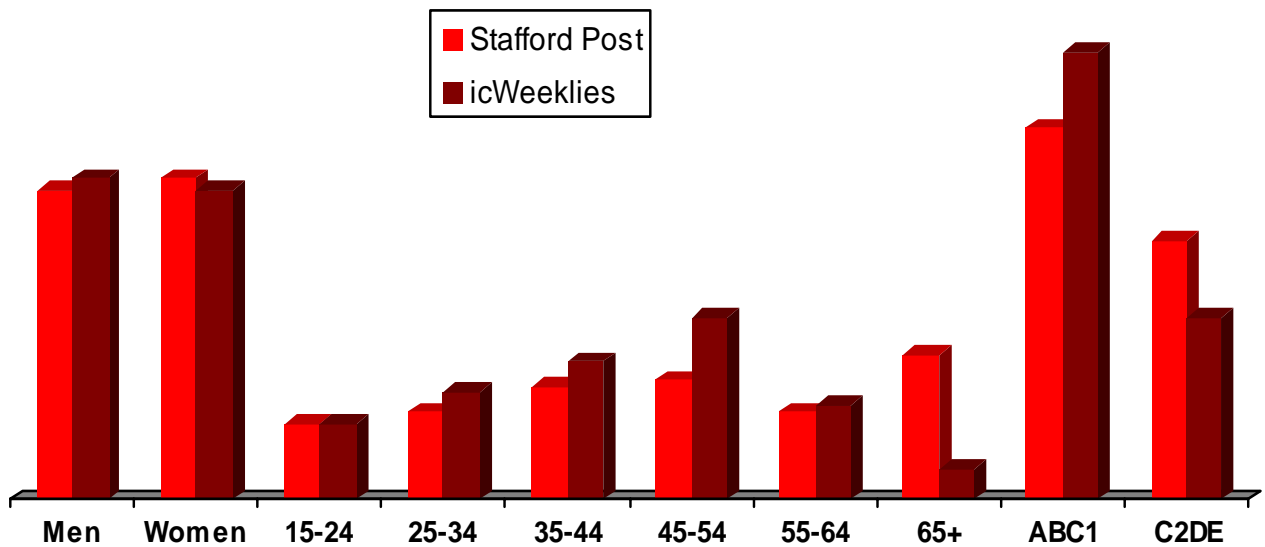
**Readership: 62,693**

**Unique Users: 2,176**

**Page Impressions: 6,716**

# AUDIENCE

The Stafford Post is ideal for reaching affluent ABC1 socio-economic groups.



Demography	Readers	Readers Composition	Web Users Composition
Men	30,409	49%	51%
Women	32,285	51%	49%
15-24	6,982	12%	12%
25-34	8,893	14%	17%
35-44	11,541	18%	22%
45-54	11,658	19%	29%
55-64	8,997	14%	15%
65+	14,622	23%	5%
ABC1	37,301	59%	71%
C2DE	25,392	41%	29%

# COVERAGE

The Stafford Post is the most read local newspaper in the area, providing unrivalled opportunities to reach the region's consumers.

Sector	Location	Circulation	Households	Penetration
ST15 0	Stone	2,524	3,718	68%
ST15 8	Stone	3,899	5,142	76%
ST16 1	Stafford	4,645	5,338	87%
ST16 2	Stafford	249	903	28%
ST16 3	Stafford	4,676	6,431	73%
ST17 0	Brocton/ Stafford	3,979	4,829	82%
ST17 4	Stafford	3,221	4,929	65%
ST17 9	Forebridge/ Queenswill	4,174	6,594	63%
ST18 0	Hixon/ Little & Great Haywood	2,340	4,154	56%
ST21 6	Eccleshall	1,092	2,428	45%