

52%

of households in the area have the News delivered

85,448

Readership every week

50,557

copies circulated across Greater Sutton Coldfield

2,086

unique users at icsuttoncoldfield.co.uk

SUTTON COLDFIELD NEWS

Circulation: 50,557

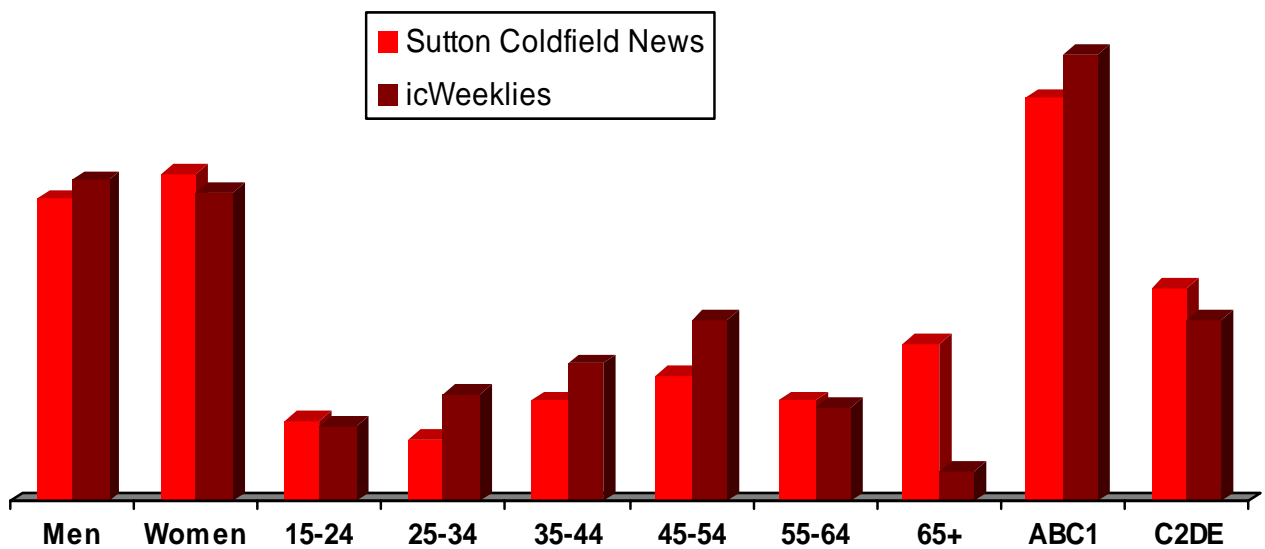
Readership: 85,448

Unique Users: 2,086

Page Impressions: 5,843

AUDIENCE

The Sutton Coldfield News is read predominately by ABC1 socio-economic groups, providing access to a settled and affluent market.



Demography	Readers	Readers Composition	Web Users Composition
Men	40,855	48%	51%
Women	44,593	52%	49%
15-24	10,724	13%	12%
25-34	8,424	10%	17%
35-44	13,418	16%	22%
45-54	16,965	20%	29%
55-64	14,242	16%	15%
65+	21,675	25%	5%
ABC1	56,053	66%	71%
C2DE	29,395	34%	29%

Sutton Coldfield News

Trinity Mirror Midlands

COVERAGE

The News is the voice of affluent and sought after residents in Sutton Coldfield and the surrounding area.

Sector	Location	Circulation	Households	Penetration
B23 5	Short Heath/ Perry Common	517	6,598	8%
B23 6	Short Heath/ Stockland Green	1,914	4,989	38%
B23 7	Short Heath	419	6,852	6%
B24 0	New Oscott	2,059	4,378	47%
B24 9	Birches Green	1,082	4,159	26%
B72 1	Wylde Green	3,190	3,986	80%
B73 5	Boldmere	4,661	5,401	86%
B73 6	Wyndley Pool	3,209	4,125	78%
B74 2	Four Oaks	1,935	3,778	51%
B74 3	Hardwick/ Aldridge	2,185	4,402	50%
B74 4	Streetly/ Hill Hook	3,353	4,755	71%
B75 5	Mere Green/ Roughley	2,445	3,440	71%
B75 6	Whitehouse Common/ High Heath	2,341	3,399	69%
B75 7	Reddicap Heath	1,581	4,101	39%
B76 1	Walmley	4,522	4,914	92%
B76 2	Walmley	1,918	2,821	68%
B76 9	Minworth	483	1,286	38%