

# 49,990

readers, more than any other newspaper in the area

# 29,631

copies are distributed

# 67%

of households have the Times delivered

# 3

titles serve Warwickshire's community

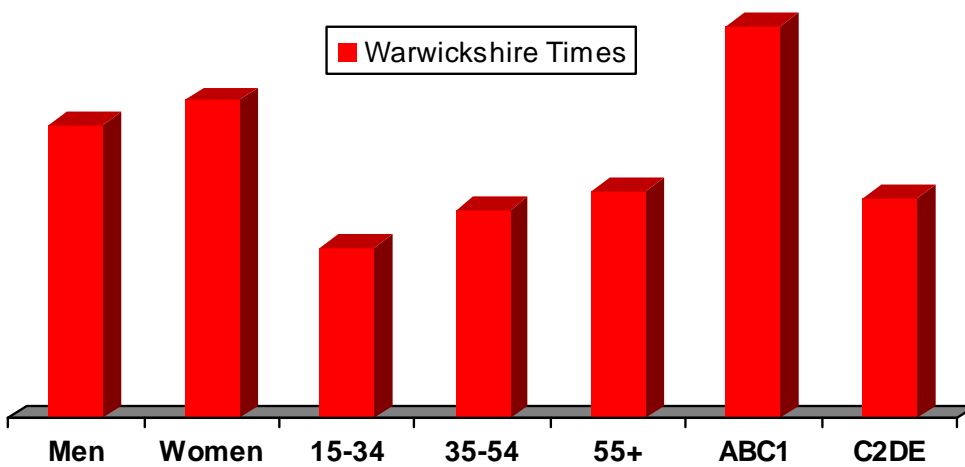
**WARWICKSHIRE TIMES**

**Circulation: 29,631**

**Readership: 49,990**

# AUDIENCE

The Times series is read by more people than any other local newspaper, reaching a population of affluent adults with high levels of disposable income from the ABC1 socio-economic group.



| Demography | Readers | Composition |
|------------|---------|-------------|
| Men        | 23,973  | 48%         |
| Women      | 26,017  | 52%         |
| 15-24      | 5,359   | 11%         |
| 25-34      | 8,303   | 17%         |
| 35-44      | 9,165   | 18%         |
| 45-54      | 8,147   | 16%         |
| 55-64      | 7,683   | 15%         |
| 65+        | 11,334  | 23%         |
| ABC1       | 31,910  | 64%         |
| C2DE       | 18,080  | 36%         |

**The Times**

Trinity Mirror Midlands

IN PRINT ONLINE IN DEMAND

# COVERAGE

The Warwickshire Times is a free title packed full of local information, with specific editions serving the local towns of Leamington Spa, Warwick and Kenilworth.

| Sector | Location               | Circulation | Households | Penetration |
|--------|------------------------|-------------|------------|-------------|
| CV32 4 | Campion Hills          | 1,105       | 1,937      | 57%         |
| CV32 5 | Leamington Spa         | 3,304       | 3,984      | 83%         |
| CV32 6 | Milverton/ Warwick     | 2,552       | 3,700      | 69%         |
| CV32 7 | Lillington/ Cubbington | 5,779       | 6,331      | 91%         |
| CV34 4 | The Cape               | 1,231       | 3,258      | 38%         |
| CV34 5 | Guy's Cliffe           | 4,213       | 6,409      | 66%         |
| CV34 6 | Myton/ Heathcote       | 2,392       | 5,087      | 47%         |
| CV35 7 | Hatton/ Leek/ Wooton   | 941         | 2,249      | 42%         |
| CV8 1  | Kenilworth             | 4,096       | 5,362      | 76%         |
| CV8 2  | Nac/ Stoneleigh        | 4,300       | 6,347      | 68%         |

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 figure.