

POST PROPERTY Media Pack



BIRMINGHAM POST

Midland's Home of Premium Property

POST PROPERTY

Post Property is published in the Birmingham Post, giving you access to an upmarket audience across Greater Birmingham and the Midlands.

Birmingham Post

32 page glossy covered supplement included free in the Birmingham Post. Provides access to an upmarket audience over a wider coverage of Birmingham and the surrounding counties.

Birmingham Post Lite

28 page supplement which gives you excellent coverage of affluent homes in Edgbaston, Harborne and Moseley.

birminghampost.net

Post Property is also featured on birminghampost.net, using page suite technology. Birminghampost.net gives you access to an upmarket online audience.



POST PROPERTY

- Post Property is available in the Birmingham Post every week.
- 1,000 additional copies available from 99 exclusive agents across the Midlands.
- Post Property is the leading newspaper supplement for exclusive residential property in the Midlands.
- An ideal platform for exclusive properties in both the affluent suburbs of Birmingham and executive rural properties in Warwickshire, Worcestershire, Staffordshire, Shropshire, Derbyshire and Leicestershire.
- Post Property has an average pagination of 32 pages including glossy covers.





Andrew Grant

POST PROPERTY

- Supported by significant national & regional brands including Savills, Knight Frank and Andrew Grant.
- Highlights the regions most exclusive properties with the average issue carrying in excess of £50M worth of residential property and over 50 of the areas premium regional properties for sale.
- February 2011 editions carried 232 executive properties worth collectively £213.5M with an average property price of £920K.





POST PROPERTY FEATURES

- 'Lets Move to' a double page spread focusing on an area in the wider Midlands featuring six of it's best available properties, either an affluent suburb of Birmingham or a village in the leafy county shires.
- Property Expert – a local estate agent provides analysis on the property market.
- Open double page spreads featuring editorially the best properties of the week, generally supplied by our commercial partners.
- Million Pound Plus Page – featuring 6 stunning properties, which as the name suggests, are on the market for £1million+.

BIRMINGHAM POST

The weekly Birmingham Post is more in-depth than ever before, able to highlight the most important regional issues of the week.

The Post has everything readers want in a weekly read – fantastic supplements and magazines, the region's best business and economic news and unrivalled coverage of arts and culture.

Each week over 100 pages of in-depth analysis, insight and comment, make the Birmingham Post the premier source of information for the West Midlands.



Circulation
11,935

Readership
38,367

BIRMINGHAM POST CIRCULATION



Fraud soars in scramble for best schools

Cases up by two thirds as ten pupils compete for each place



BIRMINGHAM POST LITE

Birmingham Post Lite is delivered to affluent homes in the South Birmingham suburbs of Harborne, Edgbaston and Moseley.

Giving advertisers the unique opportunity to reach over 13,000 ABC1 homes in this area every week.

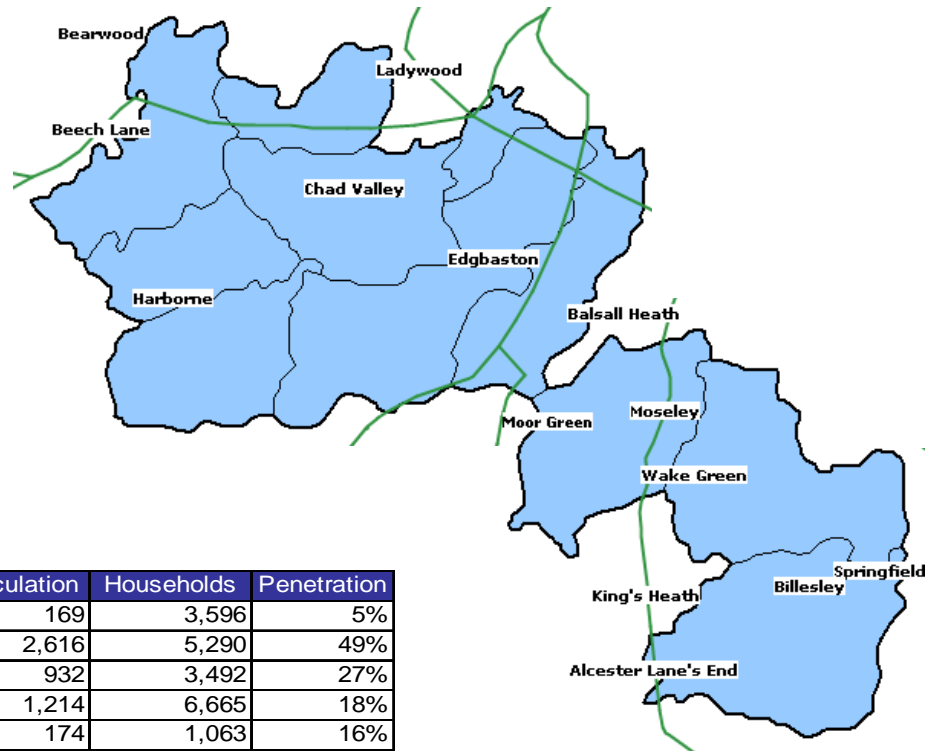
Quality news, reviews and features about Harborne, Edgbaston and Moseley.

Part of the bpm media portfolio and like its sister title the Birmingham Post will feature upmarket editorial and features. Focusing on South Birmingham news with the features and leisure content from the Post's award-winning team.

Circulation
13,222



POST LITE CIRCULATION



| Sector | Location | Circulation | Households | Penetration |
|--------|--------------|---------------|---------------|-------------|
| B5 7 | Edgbaston | 169 | 3,596 | 5% |
| B13 0 | Moseley | 2,616 | 5,290 | 49% |
| B13 8 | Moseley | 932 | 3,492 | 27% |
| B13 9 | Moseley | 1,214 | 6,665 | 18% |
| B15 1 | Edgbaston | 174 | 1,063 | 16% |
| B15 2 | Edgbaston | 626 | 2,811 | 22% |
| B15 3 | Edgbaston | 1,538 | 2,024 | 76% |
| B16 9 | Edgbaston | 97 | 2,949 | 3% |
| B17 0 | Harborne | 1,513 | 4,241 | 36% |
| B17 8 | Harborne | 1,664 | 3,172 | 52% |
| B17 9 | Harborne | 2,679 | 3,525 | 76% |
| | Total | 13,222 | 38,828 | 34% |



BIRMINGHAMPOST.NET

Birminghampost.net continues to provide unrivalled breaking news on a daily basis, along with much more besides. This highly interactive site features regular comment panels from readers and contributors, including blogs and input from a host of business leaders from each of the major industry sectors we represent.

The Birmingham Post also keeps its readers up to date with 'Daily Digital Post' which is delivered daily, directly into the inboxes of thousands of influential subscribers.

Post Property is available to view online as a using page turning software. There are a range of cost effective digital advertising opportunities available which can be utilised to boost your brand.



Unique Users
183,789

Page Impressions
466,577



QUICK RESPONSE CODES

Post Property have launched a great new way for you to interact with your customers through your advertising through Quick Response ('QR') codes.

A 'QR code' is a scannable barcode that allows you to share a website, image or video via a smartphone app. They can be used on any printed material including advertising. Post Property is now including QR codes on all property editorial and we are giving you the opportunity to include them on your property adverts.

This will allow your customers to view the full details of any property in Post Property by simply scanning it into their mobile phone.

Post Property is fully QR code enabled and you can include QR codes either through Property Wizard or on your own artwork. QR codes are a completely free initiative for both you and your customers.

For further information scan the QR code in the top left-hand corner of this page into a QR reader.



CONTACT DETAILS

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