

73,660

readers per week of the Post

91%

of households have the Post delivered

48,649

newspapers are distributed weekly

19,561

page impressions at chasepost.net

CANNOCK AND BURNTWOOD POST

Circulation: 48,649

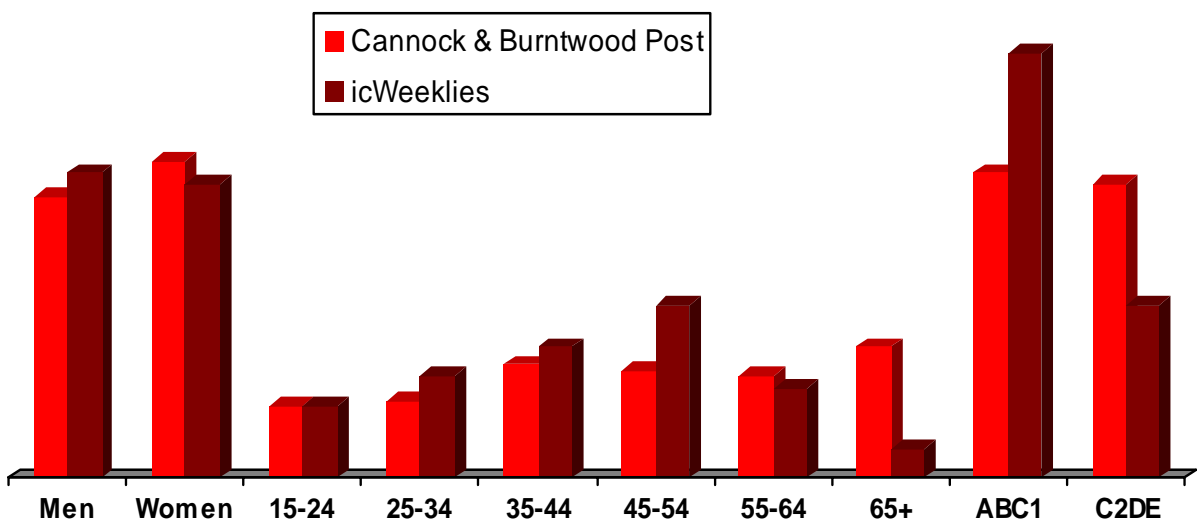
Readership: 73,660

Unique Users: 6,730

Page Impressions: 19,561

AUDIENCE

The Post is ideal for reaching affluent audiences, over 50% of readers and 71% of online users are in ABC1 socio-economic groups.



Demography	Readers	Readers Composition	Web Users Composition
Men	34,766	47%	51%
Women	38,894	53%	49%
15-24	8,783	12%	12%
25-34	9,636	13%	17%
35-44	13,636	19%	22%
45-54	13,129	18%	29%
55-64	12,460	17%	15%
65+	16,016	22%	5%
ABC1	37,710	51%	71%
C2DE	35,950	49%	29%

COVERAGE

Sector	Location	Circulation	Households	Penetration
ST19 5	Penkridge	3,183	3,558	89%
WS11 0	Cannock	1,565	1,694	92%
WS11 1	Cannock	3,823	3,899	98%
WS11 4	Cannock	1,773	1,756	101%
WS11 5	Cannock	2,476	3,062	81%
WS11 6	Cannock	1,517	1,812	84%
WS11 7	Cannock/ Heath Hayes	1,782	1,547	115%
WS11 8	Cannock	571	598	95%
WS11 9	Norton Canes	2,651	2,948	90%
WS12 0	Cannock Wood/ Hazel Slade	724	1,193	61%
WS12 1	Cannock/ Hednesford	2,226	2,256	99%
WS12 2	Cannock/ Wimblebury	2,342	2,550	92%
WS12 3	Cannock/ Heath Hayes	1,699	1,658	102%
WS12 4	Cannock/ Hednesford	5,368	5,895	91%
WS6 6	Great Wyreley	2,863	3,879	74%
WS6 7	Cheslyn Hay	3,435	3,414	101%
WS7 0	Burntwood/ Hammerwich	1,302	1,672	78%
WS7 1	Burntwood	1,880	2,220	85%
WS7 2	Burntwood/ Hammerwich	2,033	2,200	92%
WS7 3	Burntwood/ Hammerwich	684	711	96%
WS7 4	Burntwood/ Hammerwich	2,756	2,880	96%
WS7 9	Burntwood/ Hammerwich	1,981	2,267	87%