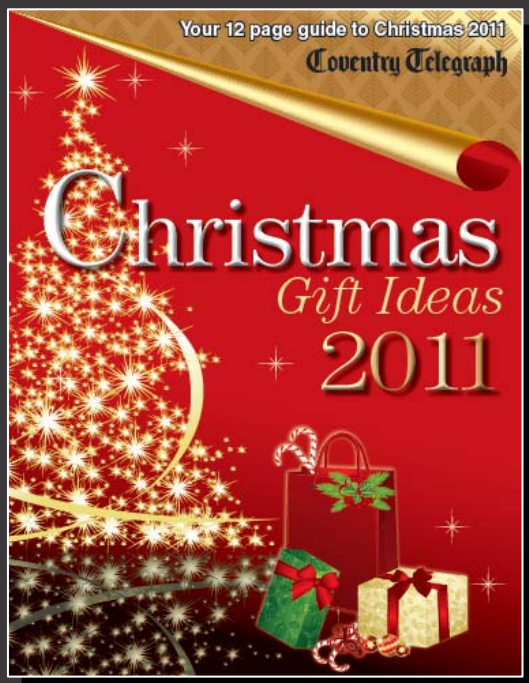
Coventry Newspapers

CHRISTMAS 2011

MEDIA PACK



CONTENTS

Coventry Newspapers Christmas Campaign

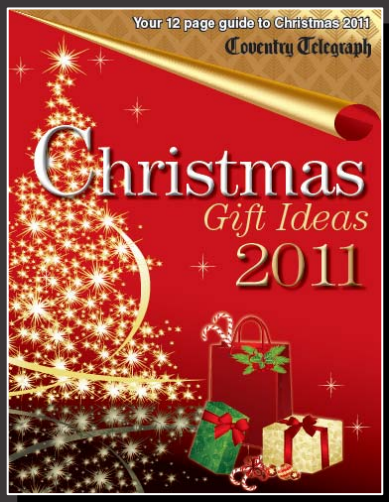
Supplements & Features

- Let's Party
- What's New this Christmas
- Christmas with Friends & Family
- Ultimate Christmas Show Guide
- Christmas Gift Ideas
- Christmas Features in our Free Weekly Titles

Christmas & New Year TV Guide

Schedule

Contact Details



Coventry Newspapers Christmas Campaign

This year, Coventry Newspapers are producing a full range of retail and entertainments supplements in paper and online through October, November and December.

Each supplement will focus on a key festive theme from Christmas entertainment to gift ideas, and will offer high quality editorial on everything readers need to make this Christmas a cracker! Each supplement has a range of print and digital advertising options available - giving your business the opportunity to reach thousands of Christmas consumers across the region.

Why Advertise?

At this time of year, consumers are spoilt for choice when deciding where to shop, socialise and entertain. Advertising can help your business:

- Make people aware of the products and services you have on offer
- Stand out from the crowd - tell people why they should choose you
- Inform people about your festive deals and promotions
- Encourage people to walk through your doors – make them think of you
- Drive traffic to your website

… and more!

Coventry Newspapers reach over 290,000 people every week

Source: JICREG Apr 11

Supplements & Features

Let's Party

Whether it's for the office Christmas do or meeting up with friends, everyone wants to look their best and celebrate in style. Let's Party is dedicated to tips and ideas for the biggest party season of the year.

What's New this Christmas

From gadgets to toys, our What's New this Christmas will take a look at the hottest gifts and things to do in 2011.

Christmas with Friends & Family

From going out to curling up in front of the TV, the festive season is all about spending quality time with friends & family. This supplement will be packed with festive breaks, restaurants & fashion.

Ultimate Christmas Show Guide

The best pantomimes and shows for all the family over the festive period.

Christmas Gift Guide

Great gift guides catering for all budgets and ages - plenty of ideas and inspiration for our readers on what to fill their stockings with and what to put under the Christmas Tree this year!

Christmas Features in our Free Weekly Titles

A great way of reaching local consumers in Coventry, Hinckley and Nuneaton, delivered directly through their doors.

Christmas & New Year TV Guide

This year, our bumper Christmas and New Year TV guide will be packed full with all the soap news, film reviews and TV listings that our readers could ever wish for! The guide will be published in the Coventry Telegraph on **Friday 23rd December** – listings will run from then right through until New Years Day.

This bumper guide will have a long shelf life within homes, providing a cost effective way for your message to gain maximum exposure amongst thousands of local families.

Schedule

Coventry, Warwickshire & Nuneaton Telegraph	
Christmas Magazine	Saturday 1st October
Let's Party	Friday 14th October
What's New this Christmas	Thursday 10th November
Christmas with Friends & Family	Thursday 24th November
Ultimate Christmas Show Guide	Friday 25th November
Christmas Gift Ideas	Thursday 8th December
Christmas & New Year TV Guide	Friday 23rd December

Weekly Titles		
Coventry Times	Christmas Wrap	Thu 20th Oct
Nuneaton Tribune	Christmas Supplements	Thu 20th Oct & Thu 17 Nov
Hinckley Times	Christmas Supplements	Thu 20th Oct & Thu 17 Nov

Contact Details

Andrea Weedon

Entertainments Advertising Manager

Tel: 02476 500 540

Email: andrea_weedon@mrn.co.uk

Debbie Cutler

Telesales Advertising Manager

Tel: 02476 500 234

Email: debbie_cutler@mrn.co.uk

Hazel Pilling

Advertising Director

Tel: 02476 663 633

Email: hazel_pilling@mrn.co.uk