

110,630

readers weekly

66%

of households in the area have the Times delivered

40,317

unique users at iccoventry.co.uk

127,083

page impressions

COVENTRY TIMES

Circulation: 69,134

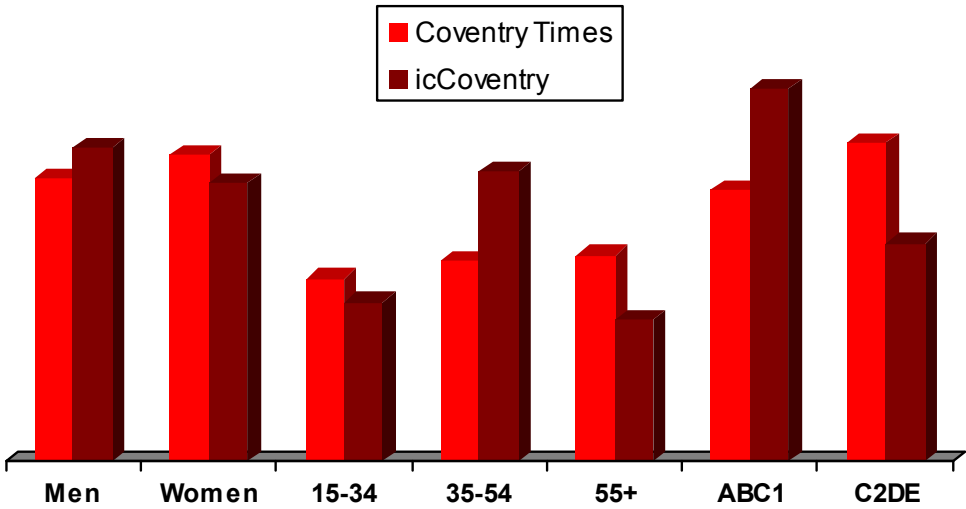
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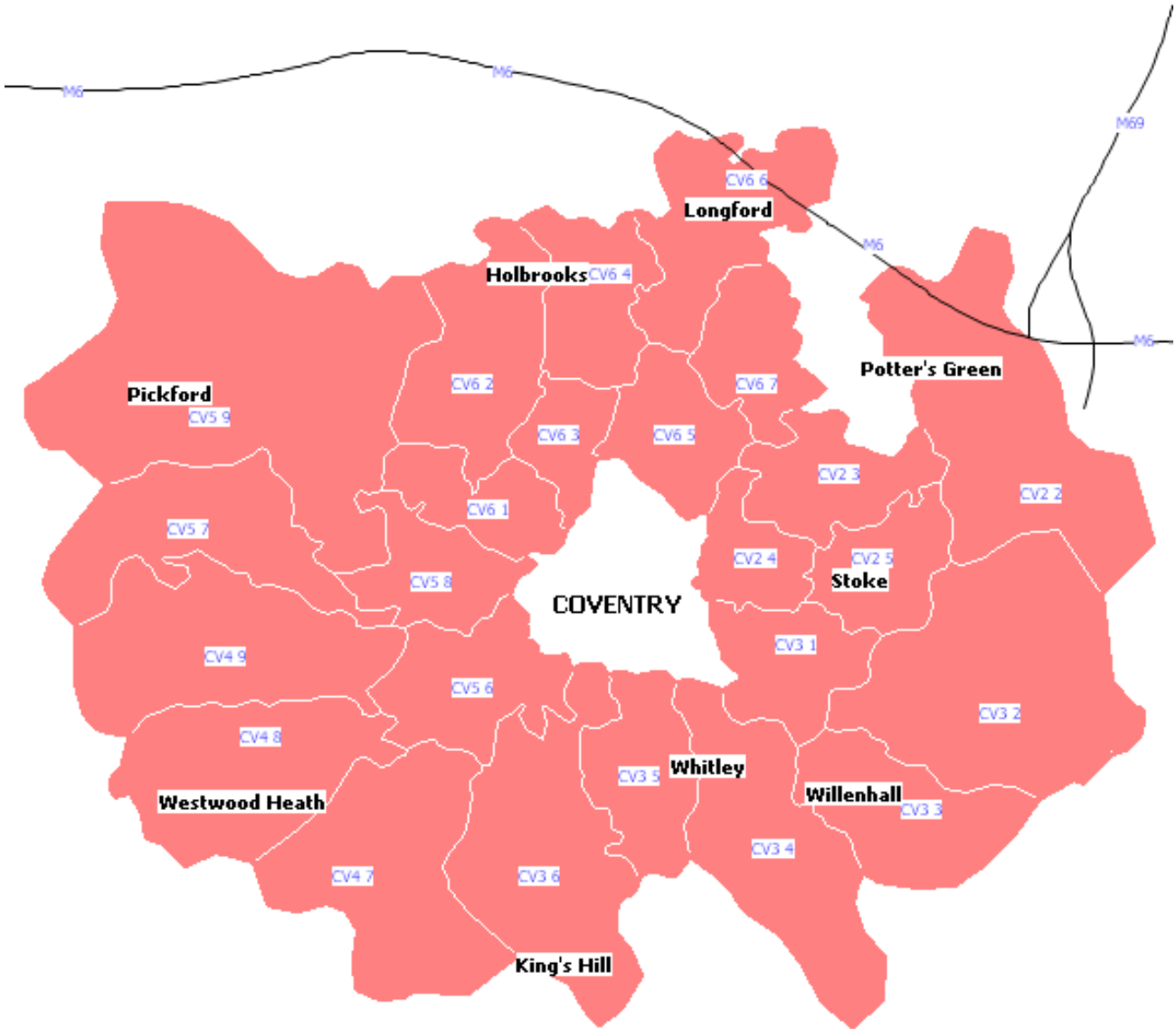
AUDIENCE

Readers are split across all demographic groups ensuring your advertising will reach a wider range of consumers.



Demography	Readers	Composition	Web Users	Composition
Men	53,531	48%	20,000	53%
Women	57,100	52%	18,000	47%
15-24	15,919	14%	4,000	10%
25-34	18,448	17%	6,000	17%
35-44	19,655	18%	9,000	24%
45-54	18,021	16%	9,000	25%
55-64	15,274	14%	6,000	17%
65+	23,314	21%	3,000	7%
ABC1	51,234	46%	24,000	63%
C2DE	59,396	54%	14,000	37%

COVERAGE



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Reaching the heart of Coventry and it's suburbs, the Times allows you to target your audience effectively.

Sector	Location	Circulation	Households	Penetration
CV2 2	Woodyway / Walsgrave	3664	5327	69
CV2 3	Wyken, Wyken Green	3896	5389	72
CV2 4	Middle Stoke, Barras Green	1038	5642	18
CV2 5	Stoke, Wyken	3592	4955	72
CV3 1	Binley, Stoke Green	1374	3929	35
CV3 2	Clifford Bridge, Binley	5253	6620	79
CV3 3	Wilenhall	177	3626	5
CV3 4	Toll Bar End, Whitley	1520	2097	72
CV3 5	Cheylesmore, Styvechale	3752	5509	68
CV3 6	Green Lane, Finham	4590	5292	87
CV4 7	Cannon Park	1077	1452	74
CV4 8	Canley	1500	2961	51
CV4 9	Tile Hill	3569	7180	50
CV5 6	Earlsdon, Beechwood	4564	5428	84
CV5 7	Mount Nod, Eastern Green	5008	5236	96
CV5 8	Chapelfields, Whoberley	3759	5268	71
CV5 9	Allesley, Allesley Village	3435	4306	80
CV6 1	Lower Radford, Coundon	4522	5471	83
CV6 2	Upper Coundon, Keresley	4890	5230	94
CV6 3	Upper Radford	2968	4135	72
CV6 4	Holbrooks, Whitmore Park	4990	5182	96
CV6 5	Foleshill	1436	4840	30
CV6 6	Longford, Rowleys Green	1409	4406	32
CV6 7	Hall Green	3050	4990	61

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 figures