Ramadan and Eid 2011

BIRMINGHAM Mail

bpm MEDIA

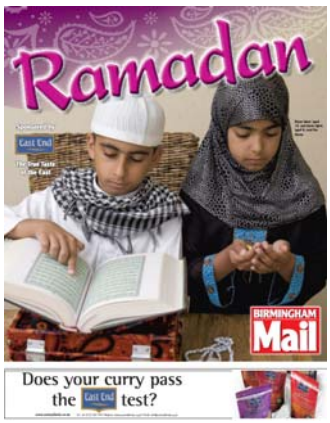
This July and August, the Birmingham Mail are publishing 2 special in-paper supplements for Ramadan and Eid.

The Ramadan supplement, on the July 29th July, will have entertaining and educational editorial including tips on how to stay healthy whilst fasting and 'What does Ramadan mean to you' interviews with local people. This will be followed by an special supplement on Friday 26th August dedicated to Eid celebrations.

The supplements are designed to be kept and enjoyed by members of the Muslim community in Birmingham and the surrounding areas during Ramadan, Eid and beyond. We are looking to work with local Asian radio stations to promote the word about the supplements and encourage more people to purchase.

The Birmingham Mail reaches over 131,000 adults, and is proud to promote the very best retailers and entertainment establishments across the Midlands. It is a well established title within the Birmingham community.

The Ramadan and Eid supplements will be a valuable addition to the Mail; an excellent opportunity for you to promote your establishment to the local community.



Average Circulation:
48,600 copies
Average Issue Readership:
131,700

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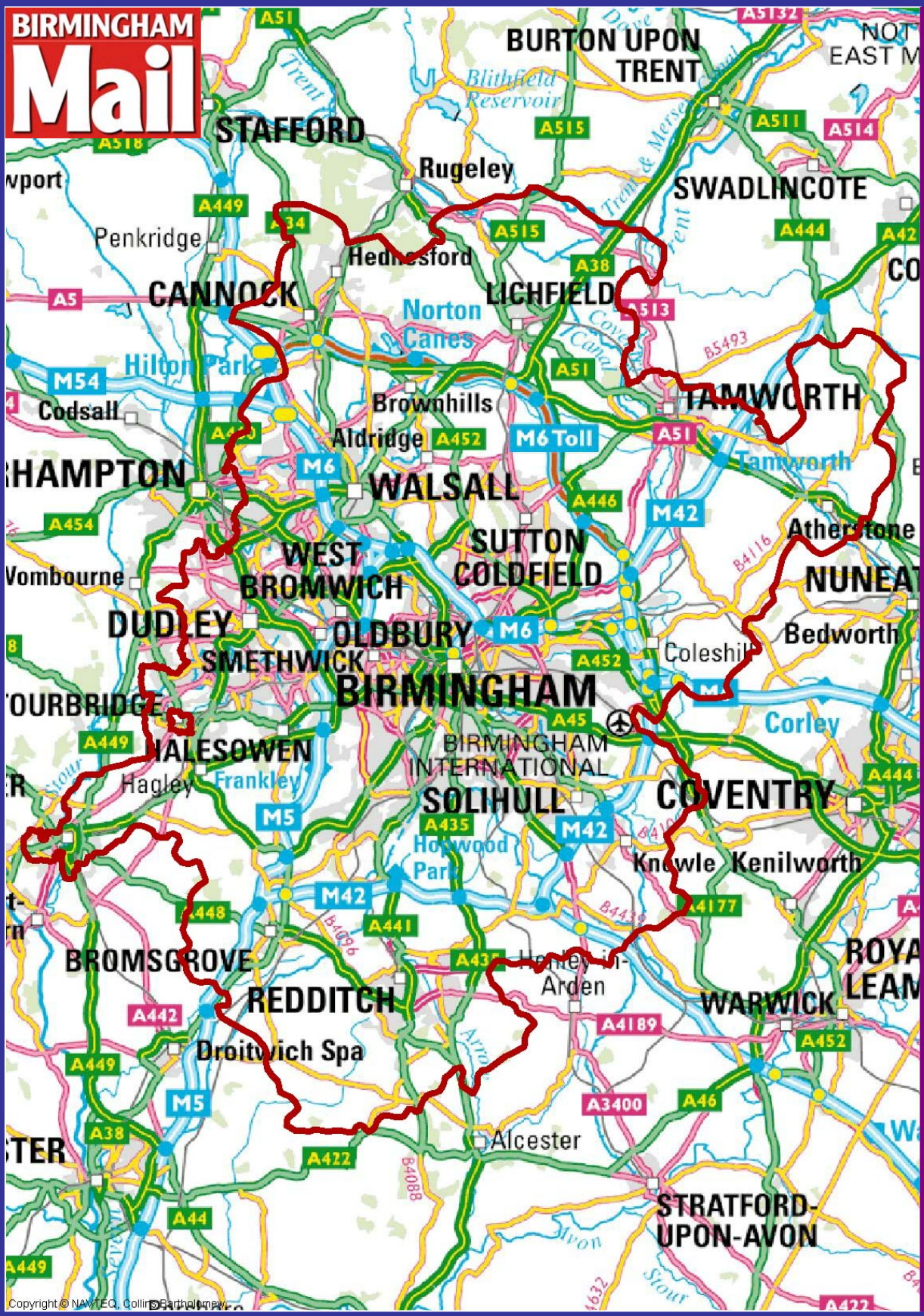
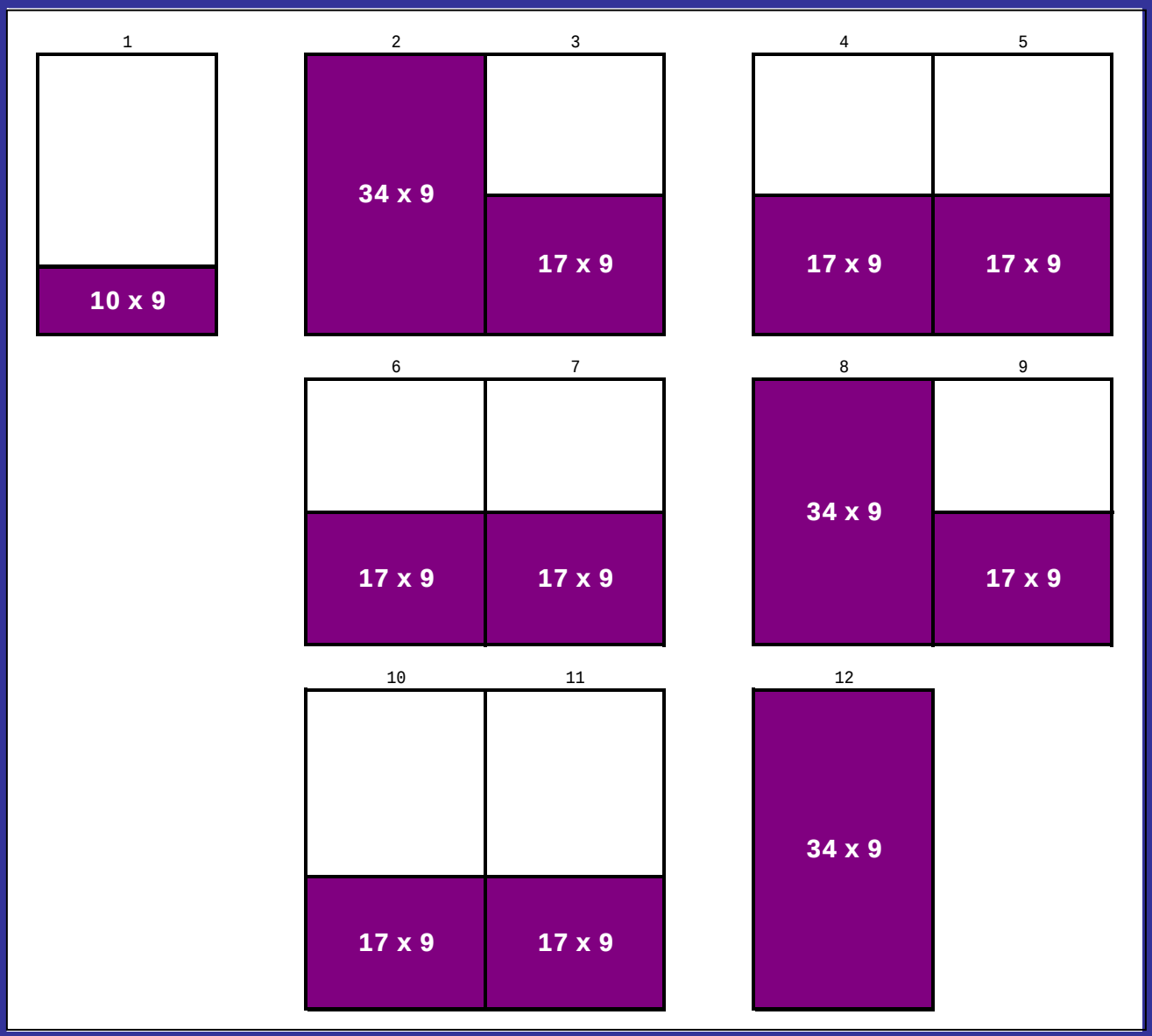
Source: Circulation = ABC Jul-Dec 10, Readership = JICREG April 11

Coverage Area



Supplement Flat Plan



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