

# Over 75 years

serving the local area

# 103,154

weekly readership

# 84%

of households in the area have the News delivered

# 36,857

Page views on [solihullnews.net](http://solihullnews.net)

## SOLIHULL NEWS

Circulation: 67,022

Readership: 103,154

Unique Users: 14,901

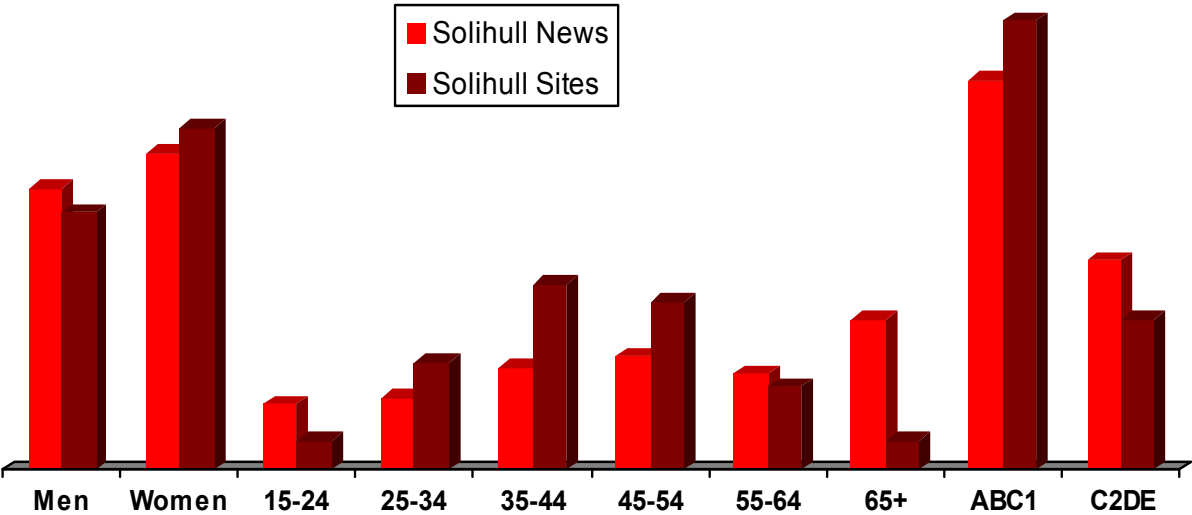
Page views: 36,857



solihullnews.net is the leading local news website for Solihull, it is packed with breaking stories, and in-depth local community news, making this an excellent advertising medium for all sectors.

# AUDIENCE

The Solihull News reaches the area's most affluent consumers. The majority of readers and unique users are in ABC1 groups.



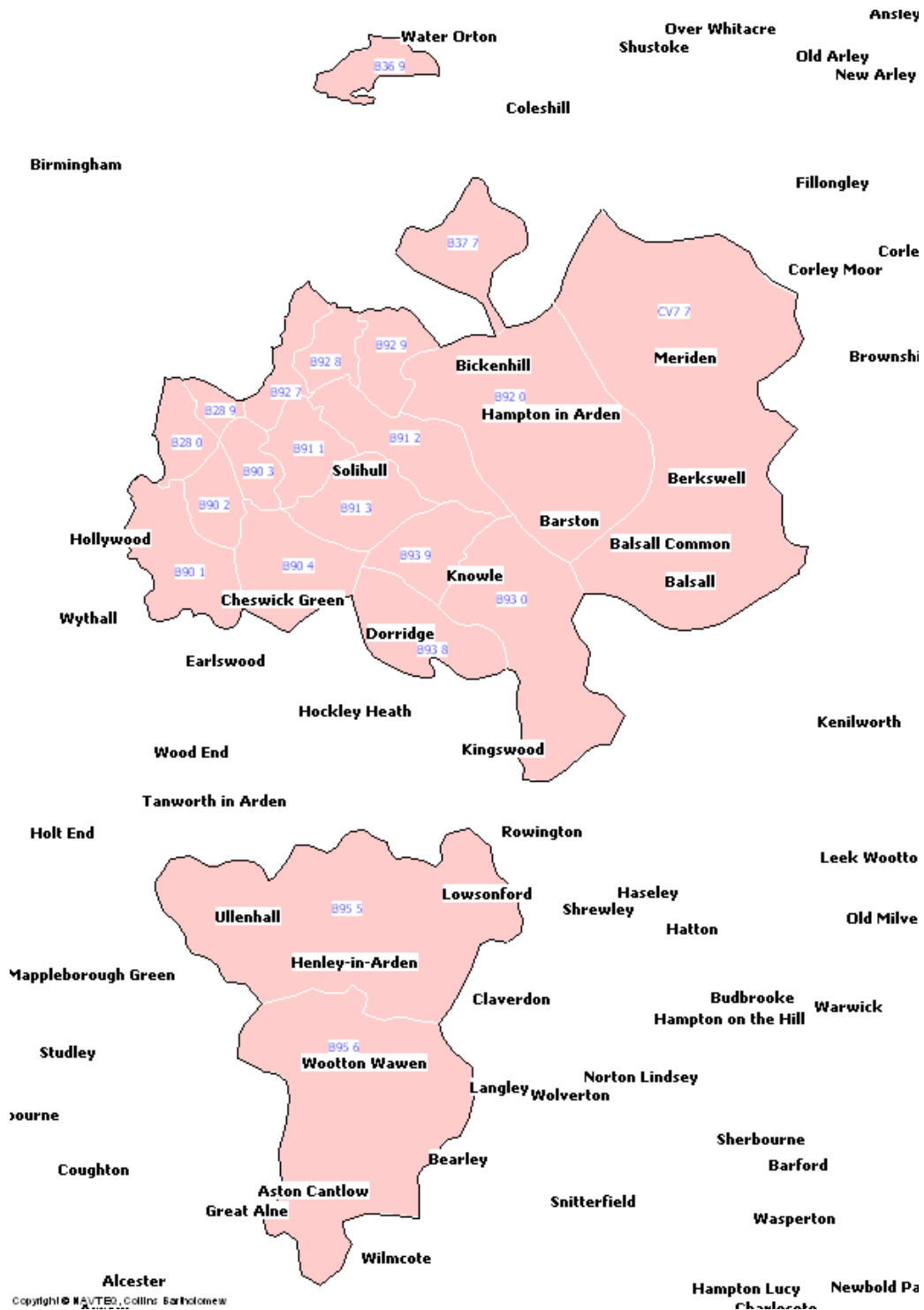
Demography	Readers	Readers Composition	Web Users Composition
Men	48,137	47%	43%
Women	55,017	53%	57%
15-24	11,403	11%	5%
25-34	12,634	12%	18%
35-44	17,920	17%	31%
45-54	19,247	19%	28%
55-64	16,362	16%	14%
65+	25,588	25%	5%
ABC1	66,604	65%	75%
C2DE	36,550	35%	25%

Source: JICREG Apr 11, Survey interactive 09



Trinity Mirror Midlands  
IN PRINT ONLINE IN DEMAND

# COVERAGE



Trinity Mirror Midlands  
IN PRINT ONLINE IN DEMAND

# COVERAGE

The News is read by more households than any other local newspaper in the area and provides an energetic and lively guide to life in Solihull.

Sector	Location	Circulation	Households	Penetration
B28 0	Hall Green / Yardley Wood	4829	5257	92
B28 9	Hall Green / Yardley Wood	2675	2781	96
B36 9	Solihull	1947	3932	50
B37 7	Marston Green / Chelmsley Wood	1435	5883	24
B90 1	Solihull Lodge / Majors Green	3986	4731	86
B90 2	Shirley / Haslucks Green	5037	4981	100
B90 3	Shirley Street / Shamons Cross	4236	4193	100
B90 4	Monkspath	4662	4951	94
B91 1	Solihull / Shamons Cross	4342	4421	98
B91 2	Solihull / World's End	4296	4728	91
B91 3	Tudor Grange / Widney Manor	4251	4399	98
B92 0	Hampton in Arden / Bickenhall	1194	1652	75
B92 7	South Yardley / Olton	4661	4838	97
B92 8	Ulverley Green / Olton	5196	5150	100
B92 9	Elmdon Heath	3439	3402	100
B93 0	Knowle	1183	1550	76
B93 8	Bentley Heath	2864	3117	92
B93 9	Tilehouse Green	3212	3207	100
B95 5	Edstone	1400	1942	72
B95 6	Henley in Arden	46	870	5
CV7 7	Henley in Arden	2827	4314	66

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