

Over 85 years

-serving the local community

121,818

readers - the area's only regional Sunday newspaper

323,042

page views

43,376

copies circulated across the Midlands

SUNDAY MERCURY

Circulation: 43,376

Readership: 121,818

Unique Users: 174,411

Page Views: 323,042



The Mercury is an award winning choice - scooping Regional Newspaper of the Year at the 2008 Circulation, Editorial and Promotions awards.

The Sunday Mercury is the area's only regional Sunday newspaper, serving the community for over 85 years.

The title provides a unique media for reaching a local weekend audience with more leisure time.



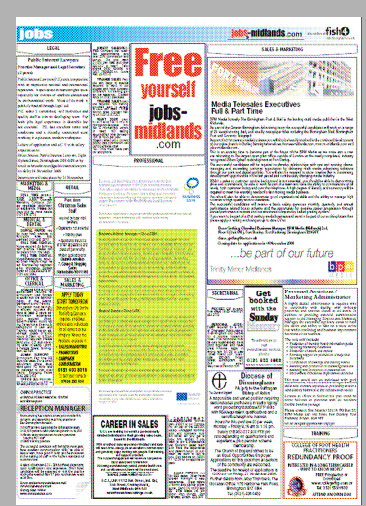
Mercury Sport - Reports, analysis and pictures from football, rugby, racing, local non-league sport and more. Provides sports fans with comprehensive coverage of the weekend's action in the Midlands.



7 DAYS – A fantastic 7 Day TV guide to the week ahead packed full of entertainment news and reviews.



Motors - editorial, road tests and top tips on Midland's motoring. Complemented by dedicated motors website motors-midlands.com



Jobs - Number one weekend recruitment platform for the region. Complemented by dedicated recruitment website jobs-midlands.com.



Holidays - featuring a range of information on travel tips and good value holidays for families across Birmingham and the wider West Midlands.



Sundaymercury.net provides the award winning Mercury formula every day of the week.

The site emphasises the latest developments in entertainment and sport, with detailed sections on the latest news and reviews from local teams and celebrities. sundaymercury.net even has its own Youtube channel offering videos on all the latest events and promotions the Mercury is promoting in the region.



Blogs & Views - Award winning views from a range of bloggers including Kate Lawler and chef Glynn Purnell, plus 'New Tube' packed with the funniest videos from the web.



Midlands Sport - Dedicated sections on local teams, grass roots sport, video clips and expert commentary make this a must for fans.



Videos & Pics - Images and videos on the latest sport and entertainment news plus dedicated sections allowing users to upload their own videos and pictures.



Travel - The latest destinations, fantastic holiday deals and even a section for users to upload their holiday snaps make this a must for anyone with the travel bug.



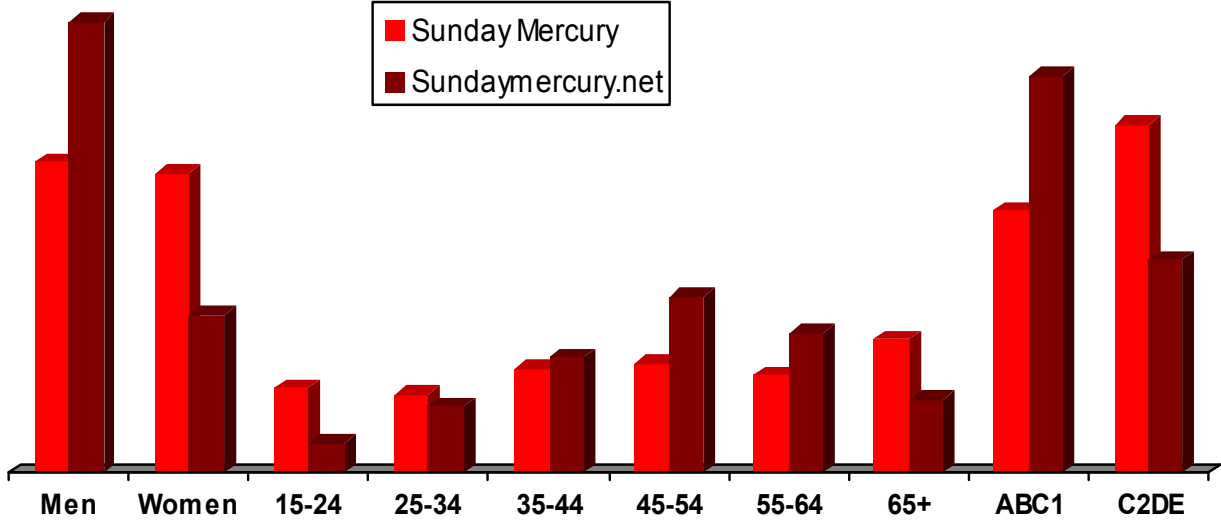
Entertainment - From gig reviews to film trailers, and celebrity news to album charts, this is an ideal forum for all ents news and advertising.



Lifestyle - Packed with family, health, environment and education news, plus dining guides, horoscopes and even a regular blog from the Mercury life coach!

AUDIENCE

The Sunday Mercury is a unique media for reaching a local weekend audience with leisure time, particularly male C2DE audiences.



Demography	Readers	Composition	Web Users	Composition
Men	62,466	51%	42,000	74%
Women	59,352	49%	15,000	26%
15-24	17,519	14%	3,000	5%
25-34	16,106	13%	6,000	11%
35-44	20,238	17%	11,000	19%
45-54	21,968	18%	16,000	29%
55-64	19,180	16%	13,000	23%
65+	26,807	22%	7,000	12%
ABC1	51,827	43%	37,000	65%
C2DE	69,991	57%	20,000	35%

COVERAGE

The Sunday Mercury is circulated across the region. The sought after and diverse areas of Sutton Coldfield and Solihull have the highest circulation outside Birmingham.

Location	Circulation	Households	Readership
Birmingham	22170	407756	61271
Solihull	2408	46423	6842
Sutton Coldfield	2214	47296	6262
Castle Bromwich	1557	22822	4268
Halesowen	1557	30551	4477
Tamworth	1556	43002	4407
Redditch	1499	38545	4266
Coventry	1175	139614	3349
Bromsgrove	897	21813	2607
Kidderminster	663	26066	1876
Worcester	656	51064	1817
Warley	530	33637	1504
Coleshill	460	5438	1311
Stourport On Severn	388	12914	1107
Hagley	373	7801	1064
Nuneaton	362	37067	1013
Droitwich	328	13669	869
Stratford On Avon	282	24035	760
Atherstone	273	9346	792
Dorridge	262	10973	743
Evesham	244	18000	690
Balsall Common Rural Area	224	6052	629
Bewdley	224	5311	611
Bedworth	222	16929	632
Royal Leamington Spa	194	32525	543
Stourbridge	164	40200	461
Alcester	163	6705	442
Dudley	155	104696	428
Warwick	152	19051	403
Great Malvern	148	18888	409
Rugby	148	28476	403
Henley In Arden	107	2806	312
Cleobury Mortimer Rural Area	102	3285	290

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