



Advertiser

NEWARK • SOUTHWELL • BINGHAM • OLLERTON

Since its first edition in 1854 the Newark Advertiser has been serving the community, bringing it the most up-to-date and comprehensive news possible. As a truly independent newspaper, the Advertiser is committed to the principles of fair, accurate and impartial reporting of local issues and aims to provide its readers with unrivalled coverage of Newark and its surrounding towns and villages.

Quality as well in our editorial coverage ensures that our newspapers are read avidly, research shows that the Newark Advertiser Series is

- ✓ Read on average for 42 minutes
- ✓ 76% of readers read more than half of it

As part of the local community we realise that our news must be accessible. Whilst newspaper is the traditional channel the efforts of our team are also available on the Newark Advertiser website:-
www.newarkadvertiser.co.uk

CIRCULATION 17,412* weekly
READERSHIP 56,750**

Age Group	Readership	%
15-34	13,418	24%
35-54	19,684	35%
55+	23,647	41%

Men	26,197	46%
Women	30,552	54%

ABC1	31,034	55%
C2DE	25,716	45%

**Source Jicreg/telmar April 2011
 * Independent audit July-Dec 2010

NEWARK

SOUTHWELL

BINGHAM

OLLERTON

FARNDON

SUTTON ON TRENT

SWINDERBY

WADDINGTON

BALDERTON

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