

# Newark Advertiser

www.newarkadvertiser.co.uk

Online advertising

Your clients are online - are you?

37.4 million adults are online as you read this.

No wonder our website audience continues to grow

The screenshot shows the Newark Advertiser website interface. At the top, there is a banner for 'Hair & Nail Studio' located at '15 Bridge Street, Newark'. Below this is the website's navigation menu with categories like Home, News, Sport, Leisure, Your Community, Property, Recruitment, Motors, Our Services, Findit, and a 5-day weather forecast. The main content area features a 'Leisure' section with an article titled 'Big band sounds' about a performance by Chris Dean's Syd Lawrence Orchestra. Other articles include 'Mistaken identity' and 'Learning about the orchestra'. There are also advertisements for 'Miss Newark & district 2010' and 'UNITS IN BASSINGHAM TO LET'.

Our online audience

30,078 visits

154,795 page views

June 2010

## Package 1 - The Banner Campaign

Your advert will appear online and will be viewed 8,000 times

£80 + VAT

## Package 2 - The MPU Campaign

Your advert will appear online and will be viewed 8,000 times

£80 + VAT

## Package 3 - Newark Business Directory

Your advert will appear online for 12 months

Packages from £60 to £300 + VAT

## Package 4 - Sponsorship

Your advert will appear on every page in a selected channel i.e: News, Sport, Motors, Property, Recruitment etc.

£300 + VAT for 6 months

## Why advertise online?

12.5m people accessed the internet whilst at work in the last month

The internet is the fastest growing advertising medium

Reach potential clients much closer to the point of sale

Each click through is like bringing a potential customer into your business

Internet advertising is interactive - your advert can be animated grabbing the readers attention



# Newark Advertiser

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](http://www.newarkadvertiser.co.uk)

**CIRCULATION 18,518\* weekly**  
**READERSHIP 60,354\*\***

Age Group	Readership	%
15-34	14,265	24%
35-54	20,922	35%
55+	25,167	41%

Men	27,883	46%
Women	32,471	54%

ABC1	33,113	55%
C2DE	27,241	45%

\*\*Source Jicreg/telmar 1/04/2010  
 \* Independent audit July-Dec 2009

- NEWARK**
- SOUTHWELL
- BINGHAM**
- OLLERTON
- COLLINGHAM**
- FARNDON
- SUTTON ON TRENT**
- SWINDERBY
- WADDINGTON**
- BALDERTON

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