

SOUTHERN Daily Echo

Est. 1888

MEDIA INFORMATION: 2017

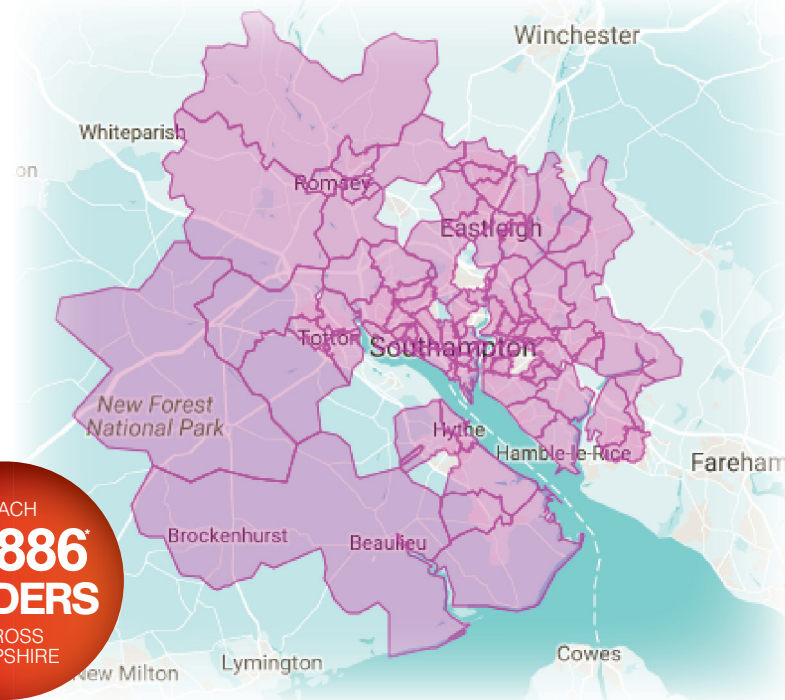
INTRODUCTION

Established in 1888, over one hundred and twenty years ago, the Southern Daily Echo continues to serve the community of Southampton and surrounding areas. Bringing them the most up-to-date news and information relevant to local communities both through print and online.

With a host of editorial platforms and weekly supplements, the paper offers the most concise and comprehensive information for the local community. From our weekly property supplement, boasting the most sought-after properties in Southampton, to our Nostalgia supplement that looks back on times gone-by. With a new platform each day the title has prevailed and enthralled our readers.

With an average of 49,886* readers picking up our newspaper and 1,209,382** monthly unique browsers visiting our website, the Southern Daily Echo provides an ideal platform to promote their business and increase their footfall.

REACH
49,886*
READERS
ACROSS
HAMPSHIRE



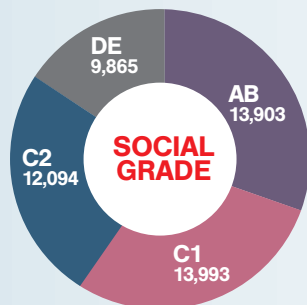
Newspaper Readership*:

Readers: 49,886 | **Circulation:** 17,521

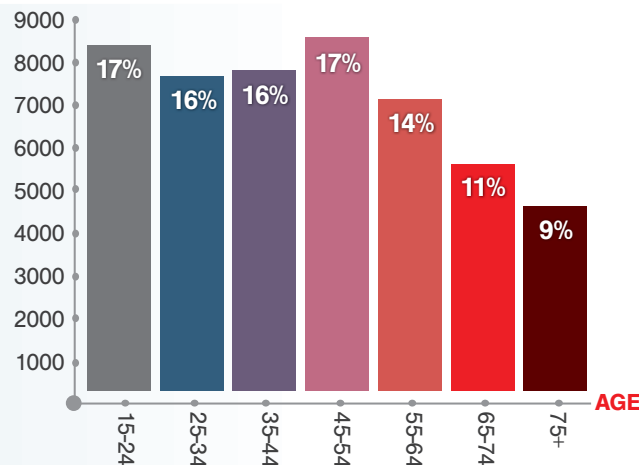
Reader Demographic:

ABC1: 56%
Readership

C2DE: 44%
Readership



52%
25,873
48%
24,012



SPECIFICATIONS*

Full-Page:

32x9 (320mm x 259mm)

Half-Page Landscape:

16x9 (160mm x 259mm)

Half-Page Portrait:

32x4 (320mm x 114mm)

Quarter-Page:

16x4 (160mm x 114mm)

1 col	27mm
2 col	56mm
3 col	83mm
4 col	114mm
5 col	143mm
6 col	172mm
7 col	201mm
8 col	230mm
9 col	259mm

*SIZES ARE HEIGHT x WIDTH

All adverts must be supplied as high-resolution pdfs in CMYK format. Crop mark and bleed is not required. We also offer artwork service; all images must be supplied a 300dpi or above (images from websites will not be accepted). For any further information, contact your local sales representative.

Pagination: 56 average

Booking Deadline: 5pm, two days prior

Copy Deadline: 1pm, one day prior

Published: Monday to Saturday

Call the Team on 02380 424 458 or email advertising@dailyecho.co.uk

The Southern Daily Echo reaches **82%** of Southampton residents **every month**



Website Audience**:

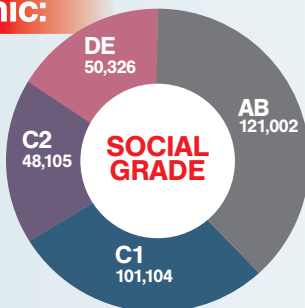
Adults: 355,442 | **Monthly Unique Browsers:** 1,209,382
Page Views: 16,136,164

Online Demographic:

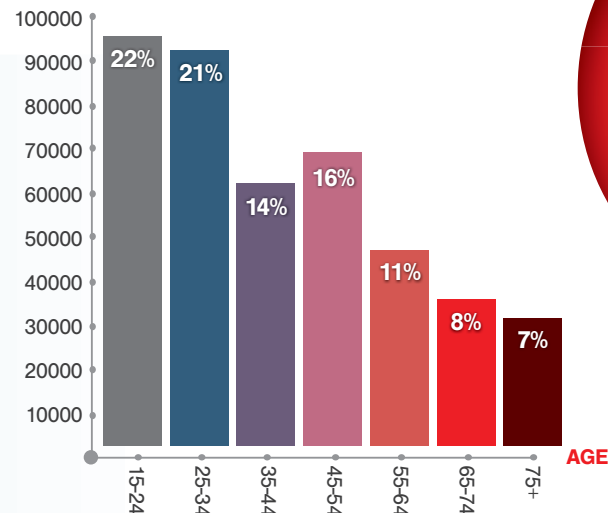
ABC1: 69%
 Readership

C2DE: 31%
 Readership

**JICREG DATA JAN 2016 - JUN 2016



49%
 172,650
51%
 182,792



REACH

355,442**
ONLINE READERS

ACROSS
 HAMPSHIRE

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