

New Forest POST

MEDIA INFORMATION: 2017

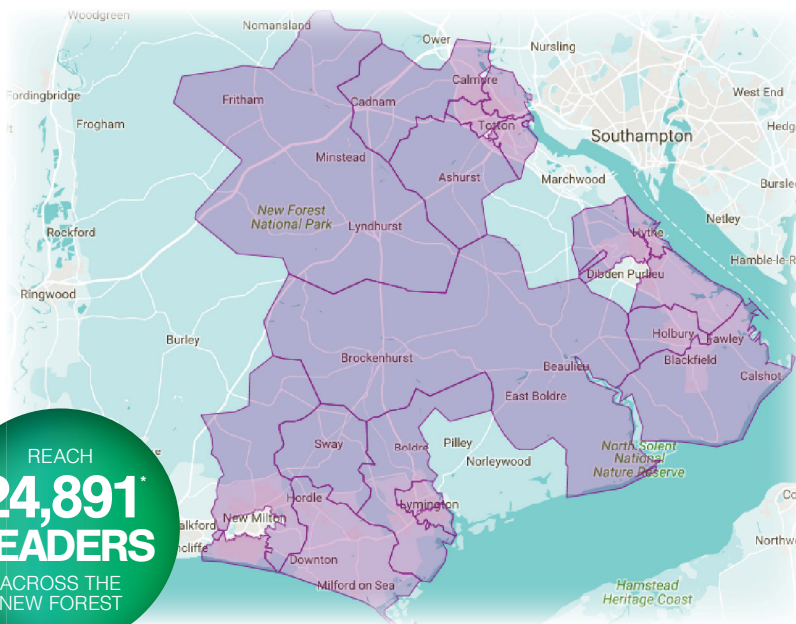
INTRODUCTION

Established in 1981, the New Forest Post has been at the centre of reporting in the local community for 36 years. It is delivered weekly to residents within the New Forest and is also free to pick up in several locations such as pubs, shops and local community centres.

With a clean and modern look, the eye-catching New Forest Post boasts an average readership of 24,981*. Editorial platforms vary from 'What's On' to 'Forest Diary' reporting on events and relevant information to the community, in addition to entertaining and informative features that run weekly.

There is also a bi-weekly property supplement which is printed as a Broadsheet and delivered with the paper, showcasing the most desired property within the idyllic New Forest.

This is an ideal platform to reach readers in the New Forest and boost your footfall.



Newspaper Readership*:

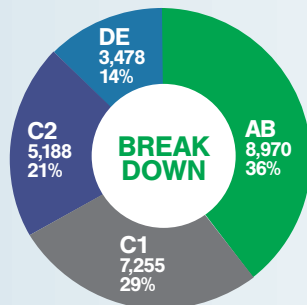
Readers: 24,891

Reader Demographic:

ABC1: 65%
Readership 16,225

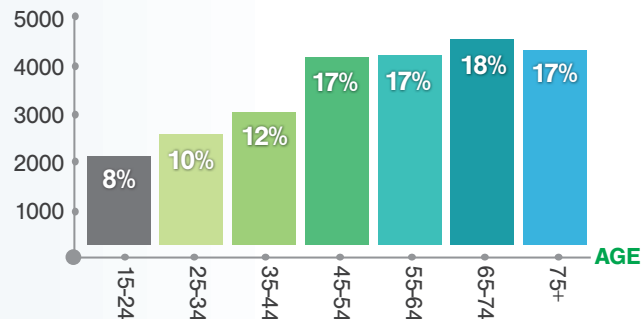
C2DE: 35%
Readership 8,666

*JICREG DATA NOV 2016



46%
11,454

54%
13,437



SPECIFICATIONS*

Full-Page: 32x9 (320mm x 259mm)	1 col 27mm
	2 col 56mm
Half-Page Landscape: 16x9 (160mm x 259mm)	3 col 85mm
	4 col 114mm
Half-Page Portrait: 32x4 (320mm x 114mm)	5 col 143mm
	6 col 172mm
Quarter-Page: 16x4 (160mm x 114mm)	7 col 201mm
	8 col 230mm
	9 col 259mm
	11 col 317mm

*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.

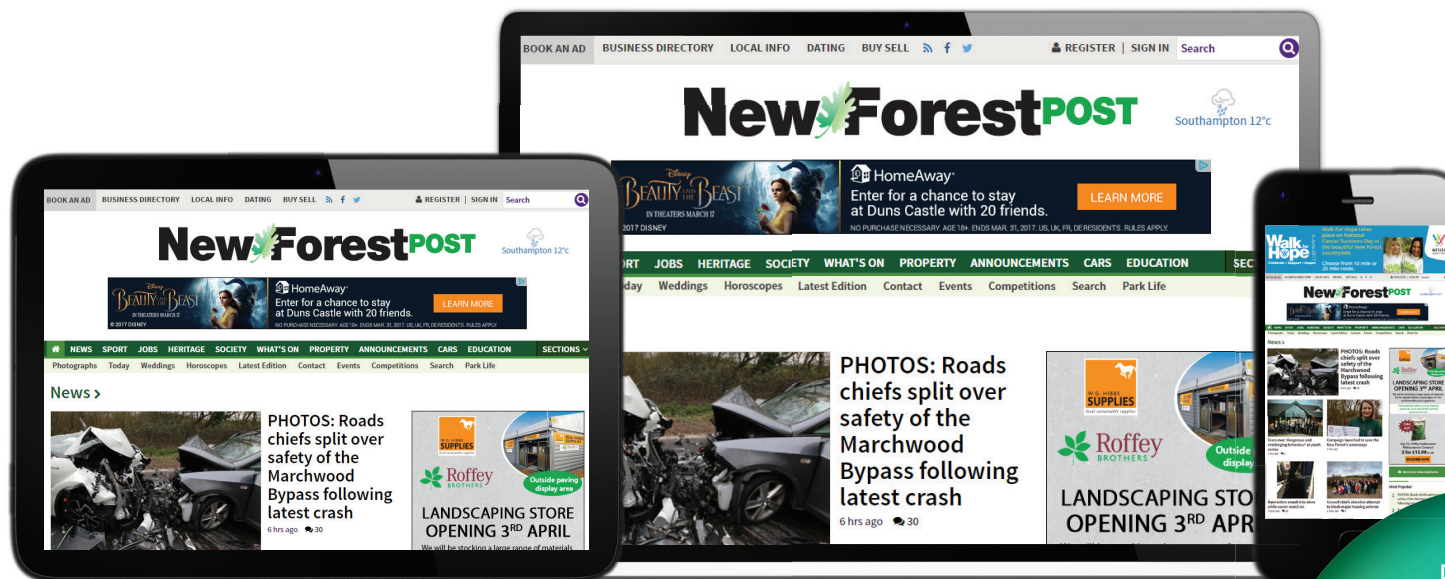
Pagination: 24 - 32 page average

Booking Deadline: 5pm, Tuesday

Copy Deadline: 1pm, Wednesday

Published: Thursday

Call the Team on **023 8042 4966** or email **ccooper@newsquest.co.uk**



Website Audience**:

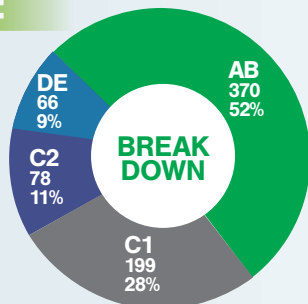
Adults: 713 | **Monthly Unique Browsers:** 1,310
Page Views: 5,342

Online Demographic:

ABC1: 80%
 Readership 569

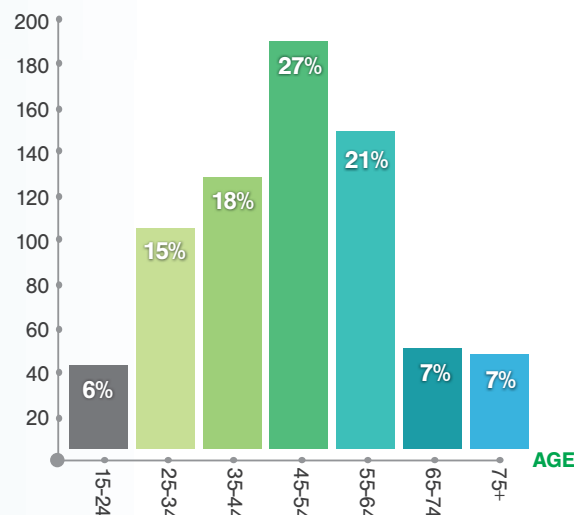
C2DE: 20%
 Readership 114

**GOOGLE ANALYTICS JAN 2016 - JUN 2016



40%
 282

60%
 431



REACH
713**
ONLINE READERS
 ACROSS THE
 NEW FOREST