

versus

Essex Chronicle & Brentwood Gazette...

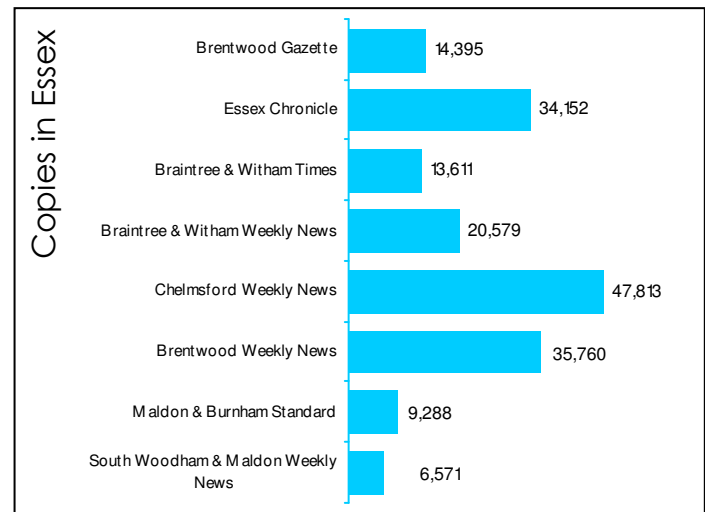
...How Do We Compare...

The Essex Chronicle and Brentwood Gazette are paid weekly titles that covers parts of mid and south Essex

- The large coverage area of the Essex Chronicle and Brentwood Gazette may look attractive for Essex, however its core is mid Essex and penetration outside of this is very low
- The mid Essex weekly news series (Chelmsford edition, South Woodham edition and the Braintree & Witham edition) distribute almost 73% (24,987) more copies than the Essex Chronicle per week
- The Chelmsford Weekly News reaches 90% of households in Chelmsford - Far higher than the Essex Chronicle with 51% penetration in Chelmsford

- Within Brentwood, household penetration of the Brentwood Weekly news is an excellent 78%; significantly higher than the Brentwood Gazette at just 36%

- The Brentwood Weekly News is by far the best option for reaching the highest number of affluent households. In Billericay, the Brentwood Weekly News reaches 45% of households and the Brentwood Gazette only manages 16%



Key Towns

South Woodham Ferrers

Newspaper	Copies
South Woodham Weekly News	6,143
Essex Chronicle	1,619

Maldon

Newspaper	Copies
Maldon & Burnham Standard	4,125
Essex Chronicle	1,818

Burnham on Crouch

Newspaper	Copies
Maldon & Burnham Standard	3,172
Essex Chronicle	945

Braintree

Newspaper	Copies
Braintree & Witham Times	6,998
Braintree & Witham Weekly News	9,828
Essex Chronicle	3,266

Witham

Newspaper	Copies
Braintree & Witham Times	4,549
Braintree & Witham Weekly News	9,977
Essex Chronicle	2,684

- The Brentwood Gazette circulates under half the number of copies as our title; the Brentwood Weekly News

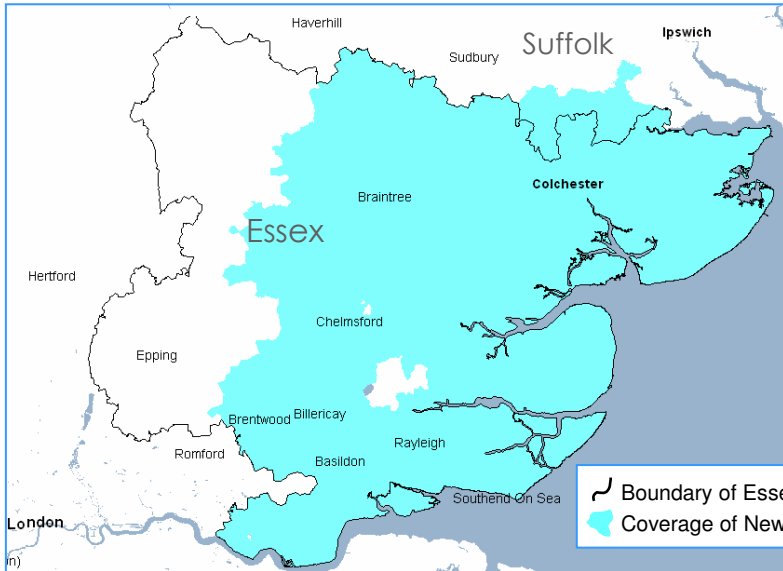
Newsquest Essex

NEWSQUEST
(Essex) Ltd.

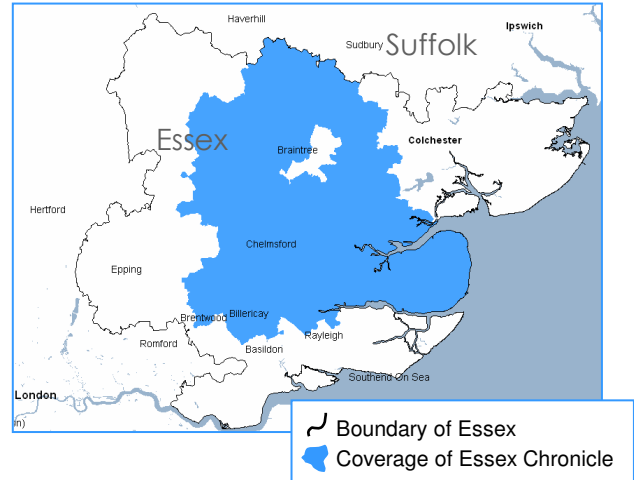
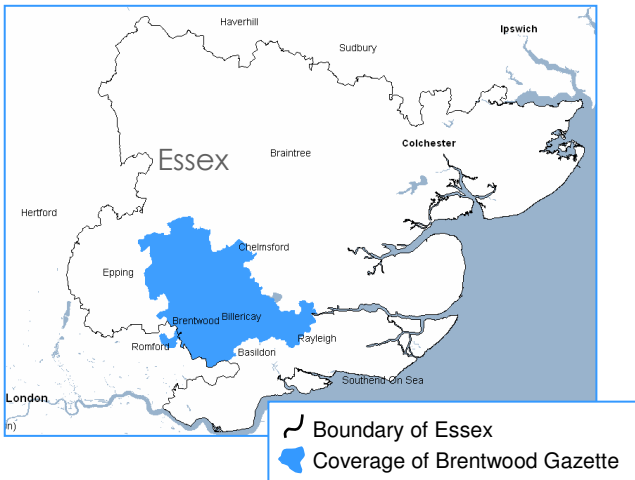
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...How Do We Compare...



- With 8 offices throughout the county Newsquest Essex has a strong presence within its footprint - where as the Essex Chronicle and Brentwood Gazette have just the one office in mid Essex



- The combined coverage of the Essex Chronicle and Brentwood Gazette may look appealing but with its focus on mid Essex only, remember that outside of this copies are low and the effectiveness of these titles is substantially poorer than the Newsquest Essex portfolio

Braintree **TIMES**
and Witham

Brentwood
Weekly News

Braintree and Witham
Weekly News

Chelmsford
Weekly News

South Woodham
Weekly News

Maldon & Burnham
Standard