

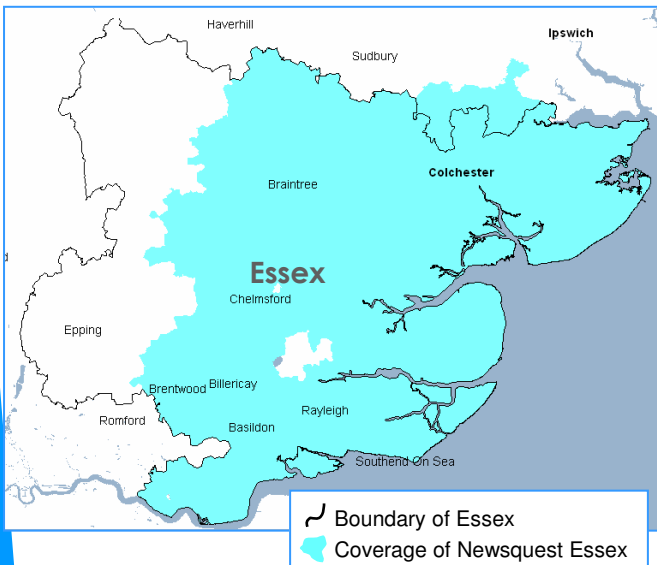
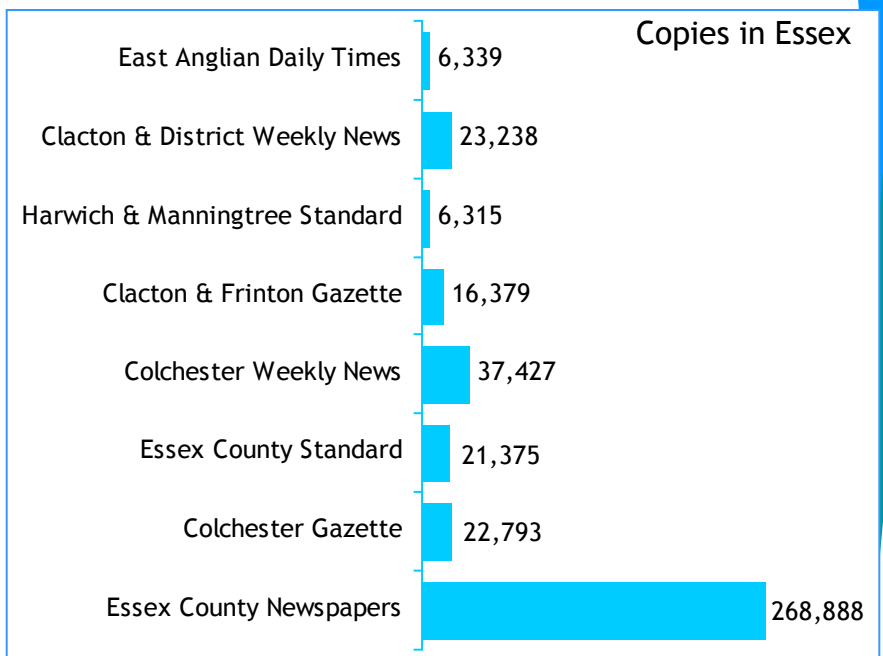
# USEFUL TO KNOW...

## Essex County Newspapers & East Anglian Daily Times... ...how do we compare?

*The East Anglian Daily Times is a paid daily title that covers East Anglia and limited parts of north Essex*

Its large coverage area makes it seem like a good advertising medium for attracting potential custom, however these are the facts...

- The actual number of readers in Essex is **very low**
- Penetrates **less than 3% of households** in Colchester
- **Less than 1% of adults** in Essex actually read the newspaper
- **Only 6,000 copies** are purchased within the county



- With 18 newspapers & 7 offices throughout the county Newsquest Essex has a strong presence within its footprint - where as the East Anglian Daily Times is published by a Suffolk based publisher with no other ties to the Essex community



# USEFUL TO KNOW...

## Reader & copy comparisons...

<b>Brightlingsea</b>	Copies	Readers
Clacton & Frinton Gazette	489	1,235
Colchester Gazette	587	1,577
Essex County Standard	874	2,207
East Anglian Daily Times	114	272

**As you can see...**

<b>Clacton</b>	Copies	Readers
Clacton & Frinton Gazette	12,035	30,530
Colchester Gazette	2,807	6,891
Clacton & District Weekly News	22,908	32,421
East Anglian Daily Times	757	1,817

<b>Colchester</b>	Copies	Readers
Colchester Gazette	13,315	34,160
Essex County Standard	17,604	47,757
Colchester Weekly News	37,427	56,313
East Anglian Daily Times	2,486	5,435

**across north Essex,**

**our newspapers**

<b>East Bergholt</b>	Copies	Readers
Colchester Gazette	177	434
Essex County Standard	444	1,175
East Anglian Daily Times	334	786

<b>Frinton on Sea</b>	Copies	Readers
Clacton & Frinton Gazette	3,855	9,744
Colchester Gazette	696	1,555
Clacton & District Weekly News	330	505
East Anglian Daily Times	361	890

**are far more effective**

**than the**

<b>Harwich</b>	Copies	Readers
Colchester Gazette	918	2,425
Harwich & Manningtree Standard	4,650	11,790
East Anglian Daily Times	403	948

<b>Manningtree</b>	Copies	Readers
Colchester Gazette	581	1,521
Essex County Standard	349	892
Harwich & Manningtree Standard	1,665	4,255
East Anglian Daily Times	683	1,570

**East Anglian Daily Times**

<b>West Mersea</b>	Copies	Readers
Colchester Gazette	471	1,064
Essex County Standard	946	2,446
East Anglian Daily Times	87	198

*So with more copies, more readers and newspapers that are truly local to their individual coverage area, Essex County Newspapers can deliver far more than the East Anglian Daily Times*

