

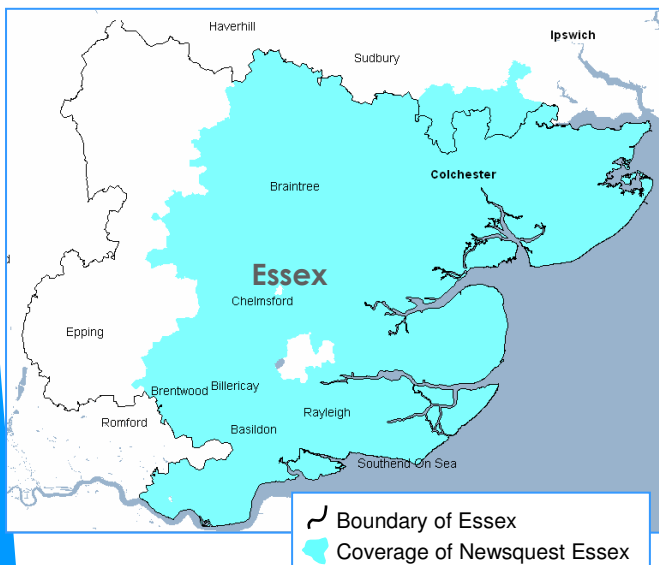
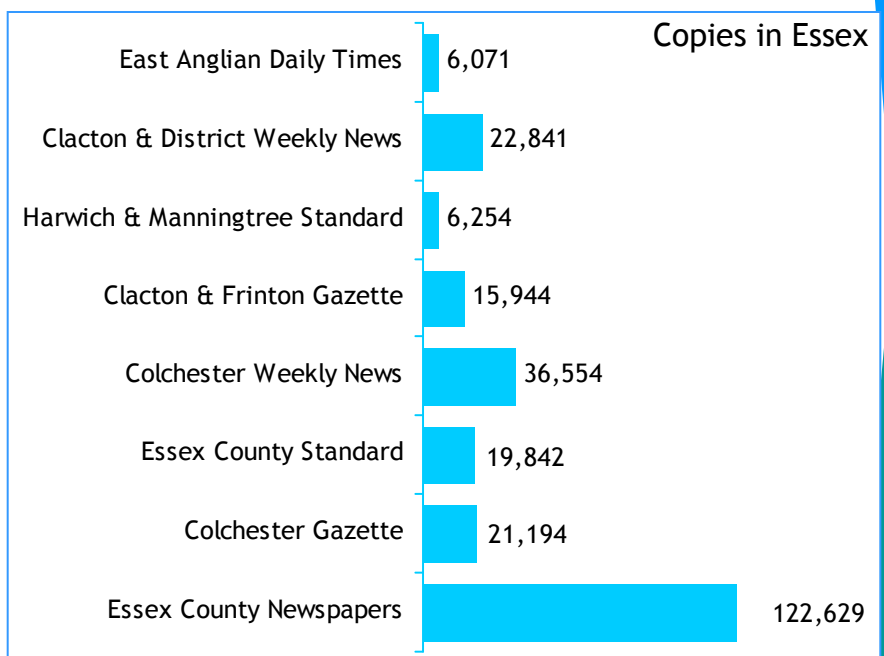
USEFUL TO KNOW...

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 2% of households** in Colchester
- **Less than 1% of adults** in Essex actually read the newspaper
- **Only 6,071 copies** are purchased within the county



- With 18 newspapers & 8 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...

Brightlingsea	Copies	Readers
Clacton & Frinton Gazette	476	1,286
Colchester Gazette	545	1,488
Essex County Standard	811	2,191
East Anglian Daily Times	109	263

As you can see...

Clacton	Copies	Readers
Clacton & Frinton Gazette	11,713	1,286
Colchester Gazette	2,614	6,501
Clacton & District Weekly News	21,517	31,500
East Anglian Daily Times	725	1,745

Colchester	Copies	Readers
Colchester Gazette	8,185	21,053
Essex County Standard	10,437	30,349
Colchester Weekly News	28,558	42,774
East Anglian Daily Times	1,066	2,252

across north Essex,

our newspapers

East Bergholt	Copies	Readers
Colchester Gazette	164	398
Essex County Standard	412	1,152
East Anglian Daily Times	320	742

Frinton on Sea	Copies	Readers
Clacton & Frinton Gazette	3,755	10,060
Colchester Gazette	1,464	650
Clacton & District Weekly News	324	489
East Anglian Daily Times	345	843

are far more effective

than the

Harwich	Copies	Readers
Colchester Gazette	856	2,285
Harwich & Manningtree Standard	4,604	12,236
East Anglian Daily Times	386	914

Manningtree	Copies	Readers
Colchester Gazette	541	1,429
Essex County Standard	325	879
Harwich & Manningtree Standard	1,650	4,462
East Anglian Daily Times	654	1,509

East Anglian Daily Times

West Mersea	Copies	Readers
Colchester Gazette	436	997
Essex County Standard	878	2,419
East Anglian Daily Times	84	189

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

