

# USEFUL TO KNOW...

## Thurrock Gazette & Romford Recorder Series... ...how do we compare?

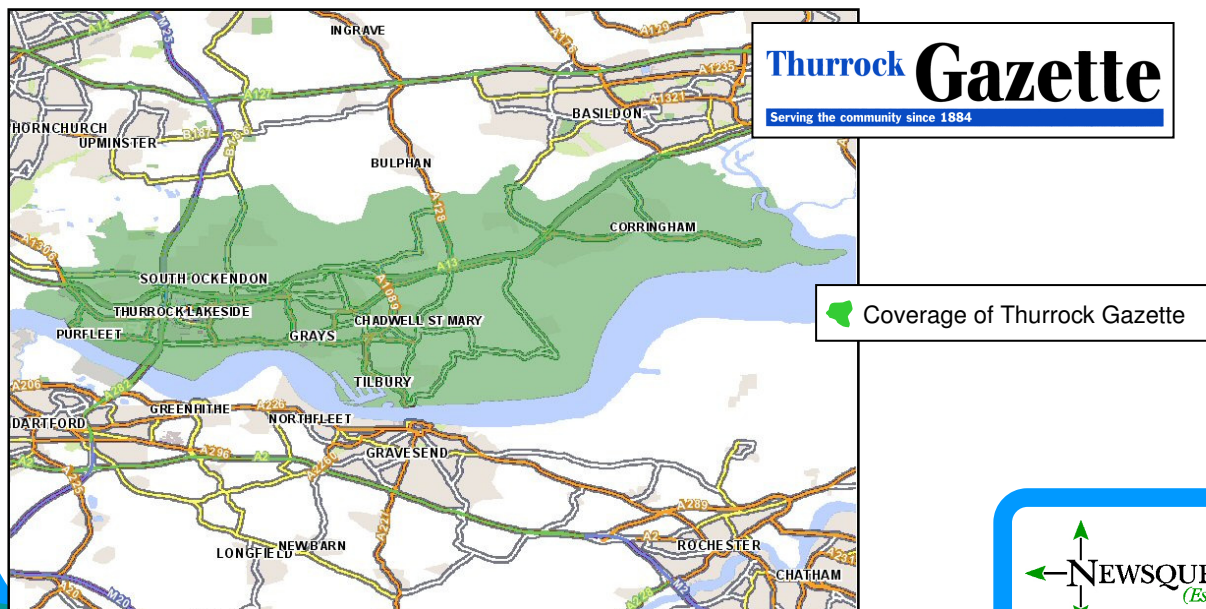
The Recorder Series is a weekly newspaper centred on Romford plus some extra editions which only thinly cover the surrounding areas.

### Copies comparisons

Despite having a Thurrock edition within the Recorder Series, coverage of this and the surrounding towns is significantly poorer than the Thurrock Gazette.

The number of copies distributed in the areas shown, by the Romford Recorder Series is less than 1,000, whilst the Thurrock Gazette reaches more than 55,000 homes.

|                   | Thurrock Gazette | Romford Recorder Series |
|-------------------|------------------|-------------------------|
| Grays             | 25,470           | 352                     |
| Ockendon          | 10,464           | 326                     |
| Purfleet Thurrock | 2,258            | 125                     |
| Stanford Le Hope  | 12,951           | 0                       |
| Tilbury           | 5,834            | 56                      |



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85% of adults - that's 40 million people in the UK- read a regional newspaper, making it the most widely read medium in the country

Regional newspapers -  
The most trustworthy media.

83% of people who regularly read local newspapers have taken action as a result of the advertising within it.

On average, local newspapers are kept for research purposes for over a week.

9 out of 10 regional press campaigns get results.

Regional newspaper advertising is noticed more than TV, magazine, national newspaper, internet and radio advertising.

## Why use Newsquest (Essex) Ltd...

Essex County Newspapers are part of Newsquest Essex Ltd; the leading newspaper publisher in the county

We can provide UNRIVALLED coverage of Essex through our well established newspapers and quality magazines and directories

*Each title we publish achieves genuine reader interest in the individual local communities they serve*

Almost 526,000 copies of our quality "Paid-for" and "Free" newspaper titles are circulated across the county every week

As part of our portfolio we are proud to be the publishers of the county's only two daily newspaper titles

For internet users we provide a set of local newspaper websites to compliment our printed titles, providing up to the minute information

• With 18 newspapers & 8 offices throughout the county Newsquest Essex has a strong presence within its footprint.

