

# USEFUL TO KNOW...

## Echo Newspapers

versus *The Times Group...*

...how do we compare?

The Times Group of newspapers are a series of small newspapers distributed in limited numbers across certain areas of south Essex; direct comparisons against our portfolio is shown below:

ECHO NEWSPAPERS	TOTAL COPIES	TOTAL READERS
The Echo	34,692	118,408
Basildon Recorder	53,220	74,662
Brentwood Weekly News	35,760	52,082
Castle Point, Rayleigh, Rochford Standard	53,461	79,675
Southend Standard	61,156	83,606
Thurrock Gazette	56,977	81,740
<b>TOTAL</b>	<b>295,266</b>	<b>490,173</b>

Source: VFD/ABC Jan-June 2008/JICREG Oct 2008

- All our newspapers have planned, tried and tested distribution and outlets, reaching readers in their homes or at well known retailers.

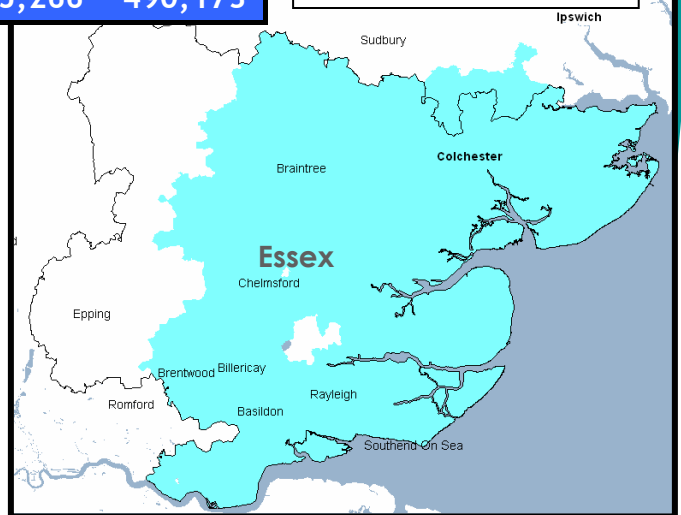
- The figures shown below for the Times group are at different intervals depending upon the title; the Southend Times is weekly, the Rayleigh Times and Island Times are monthly and the Leigh Times is fortnightly.

TIMES GROUP	TOTAL COPIES
Southend Times	5,000
Leigh Times	26,000
Rayleigh Times	17,000
Island Times	17,000
<b>TIMES GROUP TOTAL</b>	<b>65,000</b>

Source: Publisher's Statement

- Echo Newspapers can back up the high distribution of our free weekly titles with the high reader appeal of the Echo - the only paid for title dedicated to south Essex.

Boundary of Essex  
Coverage of Newsquest Essex



- All titles in the Times Group are UNAUDITED so they can not verify the number of copies they distribute.

- Our titles however are audited by an outside body who verifies that we distribute the number of copies we state.

**Echo**  
NEWSPAPERS

