

USEFUL TO KNOW...

What are the different types of papers in our portfolio?

Paid for titles

These newspapers have a compulsory cover price and will be available from an extensive network of newsagents and retail outlets across an appropriate geographic area.

A paid for newspaper will reach an attentive audience of readers who have chosen to purchase it meaning that reader interest and retention is high.

Free titles

In the main, these titles are delivered to homes free of charge. They can also be picked up in retail outlets and places of business such as estate agents.

Our range of free titles offer blanket coverage of the vast majority of areas across Essex, being put through the letterboxes and reaching an audience directly in their homes, meaning that no extra effort is spent on the part of the reader to have our newspapers in front of them.

Daily titles

We are proud to be the publishers of the only two daily titles dedicated to Essex; the Echo in the south and the Gazette in the north of the county.

Both papers are published Monday to Friday and are paid for titles. These two titles are the very best at keeping their local communities up to date with daily news and advertising. Delivered direct to subscribers' homes or available in shops alongside the national daily papers each morning.



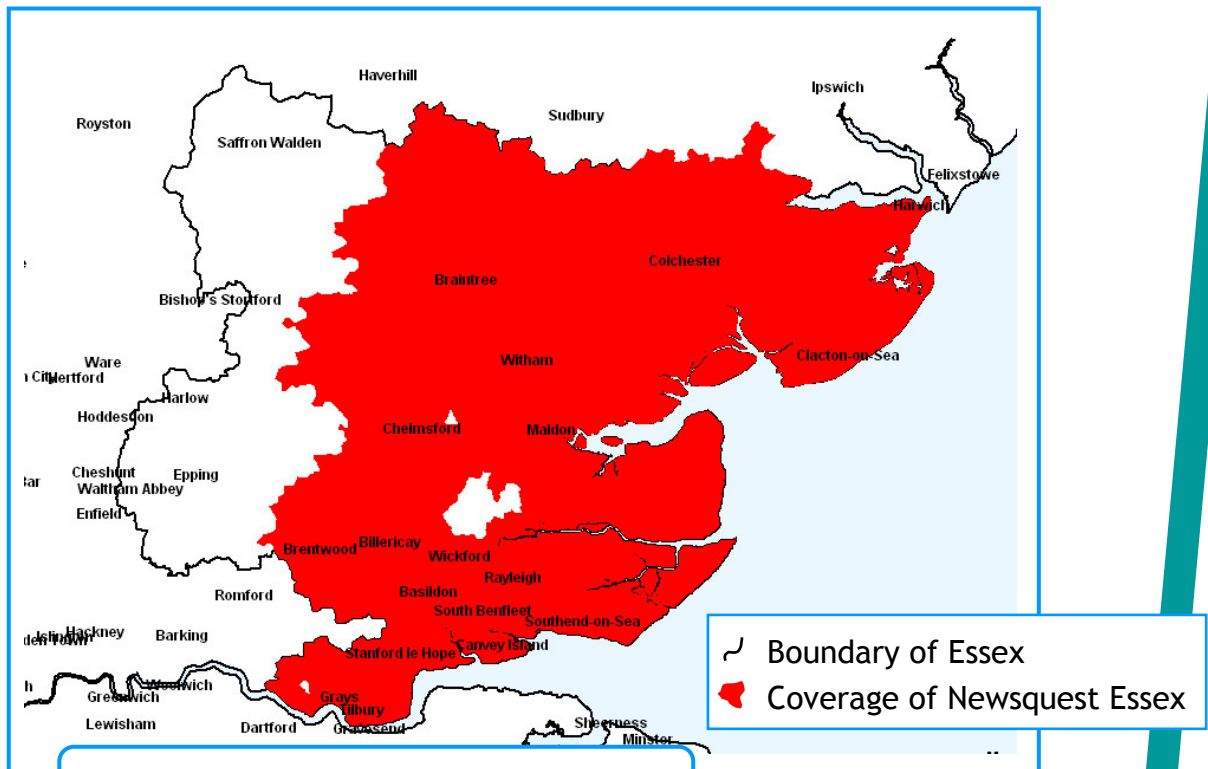
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Weekly titles

These newspapers are delivered or available to buy towards the end of each week (depending on the title) presenting our readers with a round up of the news in their area and top quality advertising.

Combining titles

Each title will have two factors from the above to describe its type, for example a newspaper will be paid or free as well as daily or weekly. The ideal way to reach the optimum number of potential customers is to use a mixture of types. For example a free weekly newspaper reaches a high volume of people in a targeted area and a paid for title is selected specially for reading by its audience giving the perfect combination of blanket area coverage and high reader retention.



Highly effective coverage of Essex

