

# USEFUL TO KNOW...

## How does Regional Press compare to other forms of media?

### Versus Commercial Radio

14.7 million more UK adults read a regional newspaper (39.6 million) than listen to local commercial radio (24.9 million)\*

80% of 15-34 year olds read a regional newspaper compared with 66% who listen to local commercial radio.\*

12.3 million more ABC1 adults read a regional newspaper (21.5 million) compared to those who listen to local commercial radio (9.2 million)\*

Most people listen to their radio station whilst performing another task, such as driving or working, so often do not pay full attention to what's being said, making it easier to miss all or part of your advert, whereas reading a newspaper requires a person's full attention

### Versus Television Advertising

Television advertising, even on a local level is an extremely expensive advertising medium, with the shortest of commercials costing thousands of pounds.

Unlike newspapers, TV is an instant medium - once it's gone it's gone, where as a newspaper reader can refer to your advertisement whenever they want - readers can even cut it out and keep it! On average local newspapers are kept for research purposes for over a week.



# USEFUL TO KNOW...

## Versus Cinema Advertising

10 million more UK adults read a regional newspaper (39.6 million) than go to the cinema (29.6 million)\*

3 times more 15-34 year olds in the UK read a regional newspaper (12 million) than go to the cinema one or more times per month (4 million)\*

84.5% of UK adults aged 35-54 read a regional newspaper compared with 20.3% who go to the cinema one or more times a month\*

The number of ABC1 adults who read a regional newspaper (22 million) is nearly 5 times greater than the number who go to the cinema one or more times per month (4.8 million)

## Versus Magazine Advertising

The number of UK adults who read a regional newspaper (39.6 million) is 76% higher than the number who read one to five general magazines each month (22.5 million)\*

54.6 million more 15 to 34 year olds read a regional newspaper compared to 8 magazines per month\*

6 million women aged 15 to 34 read a regional newspaper; this is 2.6 times the number who read 1-3 women's magazines per month (2.3 million)\*

