

Newsquest Essex titles

vs *The Essex Enquirer*...

Echo



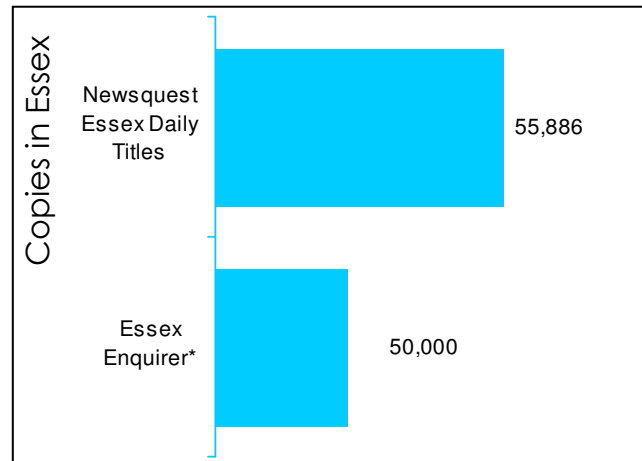
Gazette

...How Do We Compare...

The Essex Enquirer is a free weekly title that covers parts of south Essex and east London

- First published in 1998 originally under the title of Essex Courier, it was re-launched as the Essex Enquirer in November 2002.

- The Essex Enquirer is distributed as a free pick up from a number of newsagents and local retailers, from dispensers on some First Bus routes.



* The Essex Enquirer's distribution figure is not audited

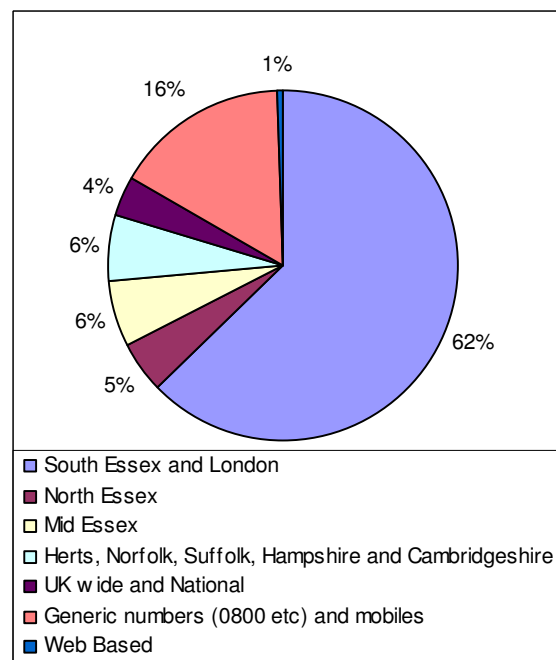
- The number of Essex Enquirer copies distributed and read on a weekly basis is not audited and therefore can only be a forecast - in contrast, Newsquest Essex titles are fully accredited and audited by ABC and JICREG; independent bodies.

- Despite the title of the Essex Enquirer, distribution is not across the whole of Essex, it is mainly focused on south Essex and East London - however our two daily titles alone give you unrivalled coverage from Clacton down to Canvey; this is not including the 16 other newspapers we have available!

- To highlight this, the majority of the advertising content in the Essex Enquirer is from south Essex and London, with only very thin coverage of mid and north Essex (See chart).

- Looking at the editorial content, only 2% focuses on mid and north Essex. 73% is south Essex and London with the remainder being general Essex news.

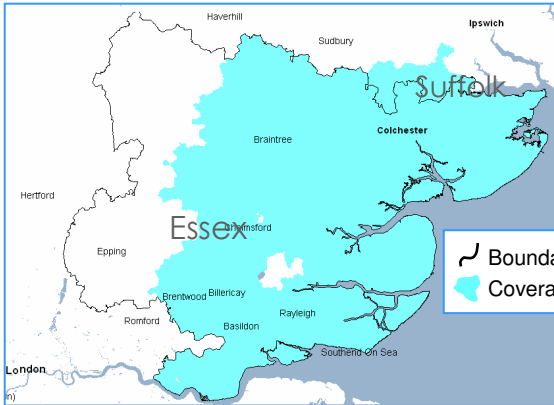
- In comparison, both the Echo & the Gazette are well established local titles, with local news and features attracting over 118,000 Echo readers and over 54,000 Gazette readers every day.



Source: Essex Enquirer measurement (3 week sample period)

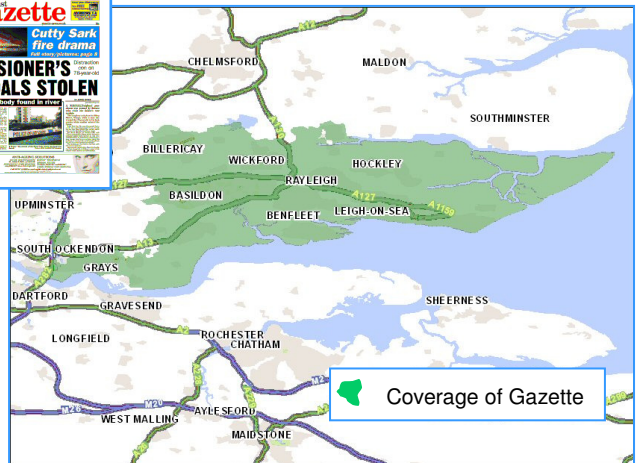


Newsquest Essex titles vs *The Essex Enquirer*...



- With 8 offices throughout the county, Newsquest Essex has a strong presence within its footprint - where as the Essex Enquirer has just the one office in south Essex

- The Essex Enquirer claim to have 150,000 readers; but it is just a claim - not proven, as it is not verified. With the Echo and Gazette we reach 172,556 adults - FACT - as shown by ABC



Echo Readership

| | |
|--------------------|--------|
| 15 to 24 year olds | 17,856 |
| 25 to 34 year olds | 14,406 |
| 35 to 44 year olds | 27,118 |
| 45 to 54 year olds | 22,343 |
| 55 to 64 year olds | 22,854 |
| 65 to 74 year olds | 7,886 |
| 75+ years | 5,942 |

Gazette Readership

| | |
|--------------------|--------|
| 15 to 24 year olds | 6,454 |
| 25 to 34 year olds | 5,766 |
| 35 to 44 year olds | 12,973 |
| 45 to 54 year olds | 7,439 |
| 55 to 64 year olds | 13,830 |
| 65 to 74 year olds | 4,437 |
| 75+ years | 3,249 |

- With titles dating back to the 19th century we have a wealth of knowledge and experience at serving the people of Essex, as a result we can help you to reach these people too...

- Each copy of the Echo is read by an average of 3.3 adults and the Gazette is read by 2.4 adults per copy

- 80% of copies of the Gazette and 70% of copies of the Echo are subscriptions, with readers keen to ensure they receive their newspaper each day.

- So with more copies, more readers and more years of experience than the Essex Enquirer, trust Newsquest Essex to help you reach your target audience.

