

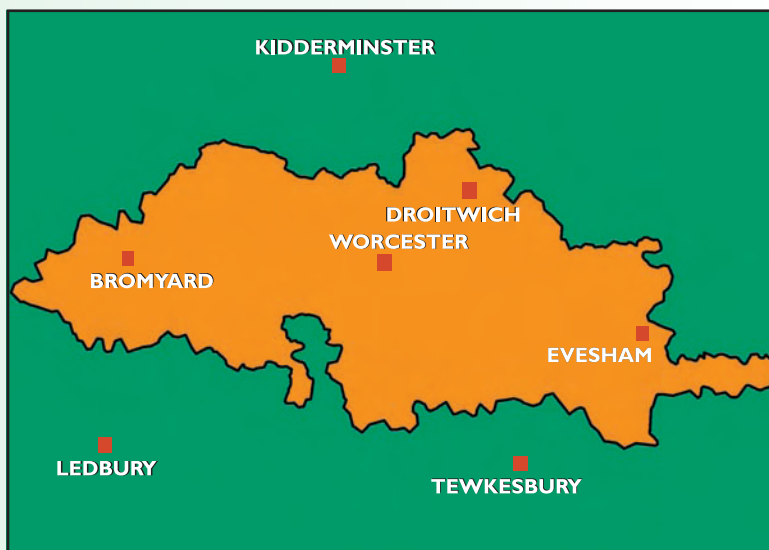


Introduction

The Berrow's Worcester Journal established in 1690 is the world's oldest newspaper in continuous production. The quality of the product is illustrated in the fact that although being predominantly a free paper, 995 copies are sold each week.

It enjoys a high level of household penetration, being received by over 90% of all households in the Worcester area. When combined with the Worcester News, it provides unrivalled coverage of the Worcester area.

Where are our readers?

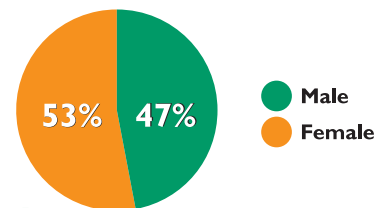


Call us now on 01905 748200 and put the **Berrow's Worcester Journal** on your media schedule

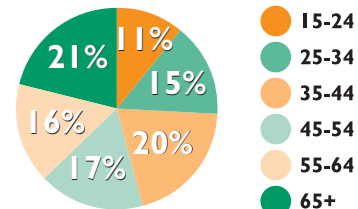
- **Weekly free title**
- **Publication day – Thursday**
- **Weekly Distribution of 47,483**
(ABC Jul-Dec 2008)
- **Readership of 69,069**
(JICREG October 2008)
- **Readers per Copy 1.4**
(JICREG October 2008)
- **Web Statistics**
Monthly Page Impressions 21,821
Monthly Unique Users 3,774
(Publisher's statement January 2009)

Who are our readers?

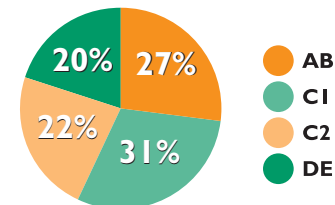
Gender



Age



Socio Economic Group



Source: JICREG October 2008