

The Courier

The **ONLY**
independent
newspaper in **Wigan**



Circulation area - 34,777 copies
in full colour every edition in:

- Wigan
- Standish
- Shevington
- Wrightington
- Appley Bridge
- Winstanley
- Highfield
- Orrell
- Pemberton
- Aspull
- Scholes
- Whelley
- New Springs

Postcodes covered:
WN6 11,019
WN1 5,129
WN8 1,352
WN2 6,270
WN5 6,607
WN3 4,400

A relationship built on trust

COURIER NEWSPAPERS was founded in September 1998, when the first 12 page Standish Courier appeared, containing local news and small advertisements from local advertisers, all willing to support the concept of a truly LOCAL paper.

Since then the paper has gone from strength to strength. We now have much larger pagination and distribution, still keeping the editorial very **LOCAL**. The paper now has an average size of 80 pages, all in full colour.

Every three weeks we circulate to more than 32,000 homes, newsagents and distribution points in Standish, Shevington, Appley Bridge, Aspull, Standish Lower Ground, Scholes, New Springs, Whelley, Orrell, North Wigan, Winstanley and Wrightington (the only free paper to do so in Aspull and Wrightington) - and is delivered to homes with high disposable income. We have an average readership of more than 70,400.

Some 95% of our distribution is direct to owner-occupiers.

The only news that the readers of the Courier read is GOOD news. We believe that the reader should be left with a good feeling after reading our newspaper - not filled with doom and gloom.

This has proved to be a winning formula.

Since our launch we have developed a very strong and loyal customer base.

- They are loyal because we provide an extremely high level of customer service
- They are loyal because we are unrivalled with our colour availability - we have colour available on **EVERY PAGE** in the paper
- They are loyal because they **GET RESULTS** from advertising in the Courier

Our advertisers range from local shops, pubs and restaurants - to national companies including JJB, BP, Chrysler, Nissan and Toyota.

Technical details:

- Image size: Full page 343mm x 265mm
Half page 170mm x 265mm
- Screen: 100lpi (200dpi)
- Dot gain: 32%
- Ads to be supplied as EPS or PDF files with fonts embedded, on CD or via email: info@courier-online.net. All images used must be CMYK and not RGB

Column widths:

1	29.4mm
2	63mm
3	96.7mm
4	130.3mm
5	164mm
6	197.6mm
7	231.3mm
8	265mm

The ad rate is only £5.25 per single column centimetre
for display advertising on news pages and classified

To find out more about advertising in the Courier call

01257 400026

Suite 116, The Standish Centre, Cross Street,
Standish, Wigan, Lancs WN6 0HQ

e: info@courier-online.net