



# MEDIA GUIDE 2020



 **ILIFFE MEDIA**

PRINT ONLINE MOBILE



A media company built on

# TRUST

Iliffe Media is passionate about providing the highest quality news and information for the local communities that we serve. We are investing in print, online and broadcasting with acquisitions including the Newark Advertiser, 13 Johnston Press titles and KM Media Group.

- > **More than 125 years of local newspaper publishing**
- > **Investing in local communities**
- > **Privately owned business**
- > **Portfolio also includes broadcasting on kmfm and KMTV**
- > **Investing in stronger relationships**

Putting the customer first - **ALWAYS!**



TRUST LOCAL

 **ILIFFE MEDIA**

# BURY ST EDMUNDS



**30,727**

WEEKLY READERSHIP JICREG (Nov 2019)



**301,579**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **48%** FEMALE **52%** ABC1 **52%** C2DE **48%**



POPULATION  
**78,730**

(JICREG Nov 2019)

## Bury Free Press

EST: 1855 | PUBLICATION DAY: FRIDAY | COVER PRICE: £1.30

[www.buryfreepress.co.uk](http://www.buryfreepress.co.uk)



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# DISS



**10,550**

WEEKLY READERSHIP JICREG (Nov 2019)



**28,432**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

## DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **47%** FEMALE **53%** ABC1 **57%** C2DE **43%**



POPULATION  
**31,236**

(JICREG Nov 2019)

# Diss Express

EST: 1864 | PUBLICATION DAY: FRIDAY | COVER PRICE: £1.00

[www.dissexpress.co.uk](http://www.dissexpress.co.uk)



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# S U D B U R Y



**11,576**

WEEKLY READERSHIP JICREG (Nov 2019)



**37,812**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

## DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE | **47%** FEMALE | **53%** ABC1 | **54%** C2DE | **46%**



POPULATION  
**36,888**

(JICREG Nov 2019)

**SUFFOLK**  
**Free Press**

EST: 1855 | PUBLICATION DAY: THURSDAY | COVER PRICE: £0.95

[www.suffolkfreepress.co.uk](http://www.suffolkfreepress.co.uk)



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# NEWMARKET



**12,208**

WEEKLY READERSHIP JICREG (Nov 2019)



**69,285**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)



POPULATION  
**36,005**

(JICREG Nov 2019)

DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **49%** FEMALE **51%** ABC1 **52%** C2DE **48%**

## Newmarket Journal

EST: 1872 | PUBLICATION DAY: THURSDAY | COVER PRICE: £1.00

[www.newmarketjournal.co.uk](http://www.newmarketjournal.co.uk)



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# HAVERHILL



**5,688**

WEEKLY READERSHIP JICREG (Nov 2019)



**33,774**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE | **48%** FEMALE | **52%** ABC1 | **44%** C2DE | **56%**



POPULATION

**36,027**

(JICREG Nov 2019)

Haverhill  
**echo**

EST: 1888 | PUBLICATION DAY: THURSDAY | COVER PRICE: £0.90

[www.haverhillecho.co.uk](http://www.haverhillecho.co.uk)



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# CAMBRIDGE



**25,203**

WEEKLY READERSHIP Publisher's statement



**279,068**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)



POPULATION  
**109,312**

(JICREG Nov 2019)

DEMOGRAPHIC - AREA PROFILE JICREG (May 2019)

MALE **50%** FEMALE **50%** ABC1 **62%** C2DE **38%**

**Cambridge**  
Independent

EST: 1819 | PUBLICATION DAY: WEDNESDAY | COVER PRICE: £1.20

[www.cambridgeindependent.co.uk](http://www.cambridgeindependent.co.uk)



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# BISHOP'S STORTFORD



**12,506**

WEEKLY READERSHIP Publisher's statement



**109,133**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

## DEMOGRAPHIC - AREA PROFILE JICREG (May 2019)

MALE **48%** FEMALE **52%** ABC1 **62%** C2DE **38%**



POPULATION  
**41,266**

(JICREG Nov 2019)



Bishop's Stortford  
Independent

EST: 2017 | PUBLICATION DAY: WEDNESDAY | COVER PRICE: £0.90

[www.bishopstortfordindependent.co.uk](http://www.bishopstortfordindependent.co.uk)



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# BOURNE



**3,398**

WEEKLY READERSHIP Publisher's statement



**5,098**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

## DEMOGRAPHIC - AREA PROFILE JICREG (May 2019)

MALE **49%** FEMALE **51%** ABC1 **52%** C2DE **48%**



POPULATION  
**20,546**

(JICREG Nov 2019)

# The Local

EST: 1989 | PUBLICATION DAY: FRIDAY | COVER PRICE: £0.85

[www.bournelocal.co.uk](http://www.bournelocal.co.uk)



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# WISBECH



**36,643**

WEEKLY READERSHIP JICREG (Nov 2019)



**59,632**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

## DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **47%** FEMALE **53%** ABC1 **52%** C2DE **48%**



POPULATION  
**46,688**

(JICREG Nov 2019)

FENLAND  
**Citizen**

EST: 1975 | PUBLICATION DAY: WEDNESDAY | COVER PRICE: £0.55

[www.fenlandcitizen.co.uk](http://www.fenlandcitizen.co.uk)



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# GRANTHAM



**19,483**

WEEKLY READERSHIP JICREG (Nov 2019)



**222,379**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **47%** FEMALE **53%** ABC1 **51%** C2DE **49%**



POPULATION  
**62,473**

(JICREG Nov 2019)

GRANTHAM  
**JOURNAL**

EST: 1854 | PUBLICATION DAY: FRIDAY | COVER PRICE: £1.15

[www.granthamjournal.co.uk](http://www.granthamjournal.co.uk)



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# SPALDING



**20,126**

WEEKLY READERSHIP JICREG (Nov 2019)



**190,665**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **47%** FEMALE **53%** ABC1 **52%** C2DE **48%**



POPULATION

**39,993**

(JICREG Nov 2019)

**Lincolnshire**  
*free press*

EST: 1847 | PUBLICATION DAY: TUESDAY | COVER PRICE: £0.95

[www.spaldingtoday.co.uk](http://www.spaldingtoday.co.uk)



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# SPALDING



**15,257**

WEEKLY READERSHIP JICREG (Nov 2019)



**190,665**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **47%** FEMALE **53%** ABC1 **51%** C2DE **49%**



POPULATION

**39,993**

(JICREG Nov 2019)

SPALDING  
**Guardian**

EST: 1881 | PUBLICATION DAY: THURSDAY | COVER PRICE: £0.95

[www.spaldingtoday.co.uk](http://www.spaldingtoday.co.uk)



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# STAMFORD



**25,432**

WEEKLY READERSHIP JICREG (Nov 2019)



**219,706**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)



POPULATION  
**27,758**

(JICREG Nov 2019)

## DEMOGRAPHIC - OUR AUDIENCES JICREG (May2019)

MALE **47%** FEMALE **53%** ABC1 **54%** C2DE **46%**

# Stamford Mercury

EST: 1712 | PUBLICATION DAY: FRIDAY | COVER PRICE: £1.30

[www.stamfordmercury.co.uk](http://www.stamfordmercury.co.uk)



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# RUTLAND



**5,340**

WEEKLY READERSHIP JICREG (Nov 2019)



**4,118**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH2020)



POPULATION  
**29,261**

(JICREG Nov 2019)

## DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **48%** FEMALE **52%** ABC1 **53%** C2DE **47%**

Rutland  Times

EST: 1977 | PUBLICATION DAY: THURSDAY | COVER PRICE: £0.90

[www.rutland-times.co.uk](http://www.rutland-times.co.uk)



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# KING'S LYNN



**18,051**

WEEKLY READERSHIP JICREG (Nov 2019)



**280,888**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **47%** FEMALE **53%** ABC1 **52%** C2DE **48%**



POPULATION  
**71,558**

(JICREG Nov 2019)

# Lynn News

EST: 1841 | PUBLICATION DAY: TUESDAY | COVER PRICE: £0.90

[www.lynnnews.co.uk](http://www.lynnnews.co.uk)



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# KING'S LYNN



**29,708**

WEEKLY READERSHIP JICREG (Nov 2019)



**280,888**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)

DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **47%** FEMALE **53%** ABC1 **52%** C2DE **48%**



POPULATION

**71,558**

(JICREG Nov 2019)

# Lynn News

EST: 1841 | PUBLICATION DAY: FRIDAY | COVER PRICE: £1.20

[www.lynnnews.co.uk](http://www.lynnnews.co.uk)



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# NEWARK



**30,731**

WEEKLY READERSHIP JICREG (Nov 2019)



**180,651**

UNIQUE VISITORS GOOGLE ANALYTICS (JAN-MARCH 2020)



POPULATION  
**51,487**

(JICREG Nov 2019)

## DEMOGRAPHIC - OUR AUDIENCES JICREG (May 2019)

MALE **47%** FEMALE **53%** ABC1 **51%** C2DE **49%**

**NEWARK**  
*Advertiser*

EST: 1854 | PUBLICATION DAY: Thurs | COVER PRICE: £1.10

[www.newarkadvertiser.co.uk](http://www.newarkadvertiser.co.uk)



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# HOMES SUPPLEMENT



**10,000**

COPIES DELIVERED TO HIGH  
FOOTFALL STORES

FREE PICK-UP FROM ESTATE AGENTS

## AREAS AVAILABLE

CAMBRIDGE, NEWMARKET, BURY ST EDMUNDS,  
BISHOP'S STORTFORD, SUDBURY & HAVERHILL



## FEATURING PROPERTIES TO BUY OR RENT

PUBLICATION DAY: THURSDAY | FREE PICK-UP



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# VELVET MAGAZINE



**15,000**  
MONTHLY CIRCULATION

## REGIONAL MAGAZINE OF THE YEAR - NEWS AWARDS 2018

*// This vibrant magazine, packed full of well-written content, looks and feels like a premium product. One judge said that Velvet's print was quite exceptional. A magazine that knows its target audience //*

## AREAS AVAILABLE

CAMBRIDGE, NEWMARKET, BURY ST EDMUNDS,  
BISHOP'S STORTFORD, SUDBURY AND ELY



## LOCAL MONTHLY LIFESTYLE MAGAZINE

EST: 2007 | PUBLISHED MONTHLY | FREE PICK-UP

[www.velvetmag.co.uk](http://www.velvetmag.co.uk)



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# iQ BUSINESS MAGAZINE



**3,000**

COPIES DELIVERED TO BUSINESS  
CEO'S AND BUSINESS CENTRES

**2,000**

COPIES AVAILABLE AS A FREE  
PICK-UP

AREAS AVAILABLE

**CAMBRIDGESHIRE & SUFFOLK**



**EXPERT INSIGHT AND  
FRESH THINKING**

PUBLISHED QUARTERLY | FREE PICK-UP

[www.iqmag.co.uk](http://www.iqmag.co.uk)



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