

Media data

Waltham Forest Guardian Series

- Waltham Forest Guardian
- Chingford Guardian

Epping Forest Guardian

Wanstead & Woodford Guardian

guardian-series.co.uk



Details

Published
Thursday

Type
Paid

Format
Tabloid

Image area
320x259mm

ESTABLISHED in the Nineteenth Century, the East London and West Essex Guardian series outsells every other weekly newspaper in London. It is a highly respected newspaper, trusted for its campaigning, no-nonsense journalism.

The Guardian has built its success on giving both readers and advertisers the options they want. Three editions means local display advertising can be targeted to local areas or can be series-wide.

Combined with the vibrant website, the newspapers provide advertisers with an excellent platform to reach thousands of potential customers.

The engagement with the community ensures advertisers get a great response whether in print or online.

Contacts

Switchboard

020 8362 1431

Display

020 8884 7418

Motors

020 8884 7403

Property

020 8884 7427

Recruitment

020 8359 5800

Classified

020 8359 5810

Letterbox leaflets

08444 772 323

File transfer

adfast.co.uk

Email

guardianads@london.newsquest.co.uk

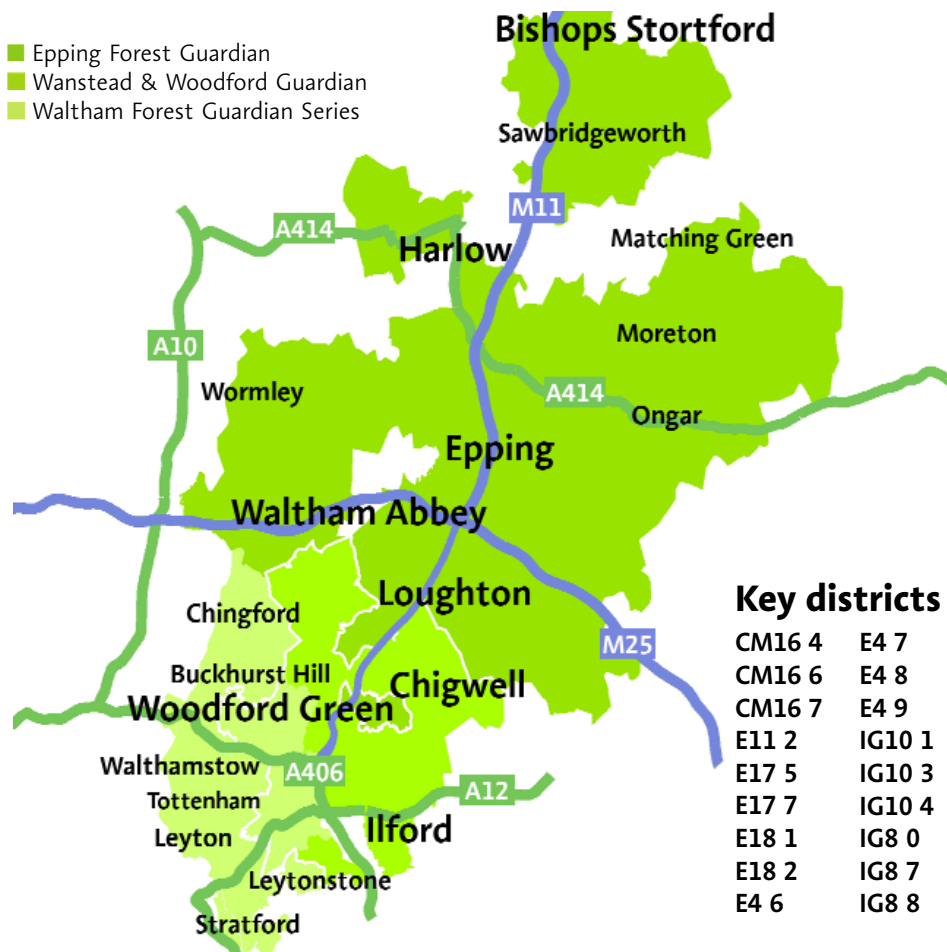
Address

28 London Road, Enfield EN2 6ED



Part of the Newsquest London family of local newspapers and websites

- Epping Forest Guardian
- Wanstead & Woodford Guardian
- Waltham Forest Guardian Series



Key districts

CM16 4	E4 7
CM16 6	E4 8
CM16 7	E4 9
E11 2	IG10 1
E17 5	IG10 3
E17 7	IG10 4
E18 1	IG8 0
E18 2	IG8 7
E4 6	IG8 8

117,376

Combined Unduplicated Audience

Telmar Oct 2011. Local adults only (see map).

7,164 100%Paid
Waltham Series
circulation

6,263 100%Paid
Epping circulation

4,354 68.8%Paid
Wanstead circulation
ABC Jan to June 2011

3,000
Pick-up copies
Barkingside, Wanstead

118,251
Unique Users
Omniure Sept 2011

532,646
Page Impressions
Omniure Sept 2011

47,035
Readership
JICREG Oct 2011

Be wise when you advertise

ABC is an independent auditing service that gives you the peace of mind that the figures we provide are accurate and timely. JICREG is the Joint Industry Commission for Regional Press Research. Telmar is media planning software used to deduplicate figures so individual readers aren't counted twice.



Demographics

IN PRINT

Gender

Male	49%
Female	51%

Age

15 to 24	16%
25 to 34	20%
35 to 44	20%
45 to 54	17%
55 to 64	12%
65 to 74	8%
75+	8%

Social grade

AB	30%
C1	30%
C2	19%
DE	21%

ONLINE

Gender

Male	43%
Female	57%

Age

15 to 24	8%
25 to 34	18%
35 to 44	27%
45 to 54	25%
55 to 64	16%
65+	7%

Social grade

AB	47%
C1	29%
C2	12%
DE	12%