

Express & Star

2012 MEDIA PACK

Express & Star was founded in 1874 and currently boasts the largest regional evening sale in the UK.

Five editorial editions of Express & Star are published each day tailored for the key towns within the region - Wolverhampton, Dudley, Walsall, Sandwell and Mid Staffs.

Within its circulation area, Express & Star reaches more adults each week than any local or national newspaper or radio station.



EXPRESS & STAR – FULL CIRCULATION

Frequency	Daily (Monday-Saturday)
Circulation	112,797 (BDO Stoy Hayward LLP Jan-Jun 2011)
Readership	341,708 (TNSMedia 2008)
Coverage Area	Black Country, South Staffordshire & North Worcestershire
Cover Price	42p
Rates	Display ROP Mono £25.75
	Classified Lineage £6.00
	Classified Semi-Display £19.40
	Classified Display £25.75

Mechanical Data

Print Process	Web Offset			
Page Type Area	390mm x 305mm			
Column Length	390mm			
Columns to a Page	8			
Column Widths	1	35mm	5	189mm
	2	74mm	6	228mm
	3	112mm	7	266mm
	4	151mm	8	305mm

Contacts:

Sarah Ralph (National) 01902 319601 Kim Hazel (Display) 01902 319660
 Trish Booth (Classified) 01902 319613 Will Beavis (Digital) 01902 319885
 Lizzy Copues (Amra - London) 020 7845 0100

Express & Star Ltd., 51-53 Queen Street, Wolverhampton, WV1 1ES
 Main switchboard: 01902 313131 Classified Advertising: 01902 317878

	Readers	%
Total	341,708	100
Male	166,653	49
Female	175,055	51
15-24	39,595	12
25-34	31,216	9
35-44	47,342	14
45-54	64,956	19
55-64	61,179	18
65+	97,420	29
ABC1	149,400	44
C2DE	192,308	56

Copy Deadlines

Display:

2 days prior to publication at 12 noon

Recruitment:

1 day prior to publication at 12 noon

Classified:

1 day prior to publication at 12 noon

ALL PRICES QUOTED ARE
 EXCLUSIVE OF VAT

mna media
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T: 01902 313131 F: 01902 710106 www.expressandstar.com

Express & Star

ADVERTISING ZONES

EXPRESS & STAR – WOLVERHAMPTON

Frequency	Daily (Monday-Friday)	Contact Stuart Perkins 01902 319621 s.perkins@expressandstar.co.uk
Circulation	31,984	
Readership	108,853 (TNSMedia 2008)	
Rates	Display ROP Mono £8.95	

EXPRESS & STAR – DUDLEY

Frequency	Daily (Monday-Friday)	Contact Peter Hazel 01902 319270 p.hazel@expressandstar.co.uk
Circulation	26,773	
Readership	87,176 (TNSMedia 2008)	
Rates	Display ROP Mono £7.90	

EXPRESS & STAR – WALSALL

Frequency	Daily (Monday-Friday)	Contact Alison Roberts 01543 465130 a.roberts@expressandstar.co.uk
Circulation	15,016	
Readership	59,539 (TNSMedia 2008)	
Rates	Display ROP Mono £5.25	

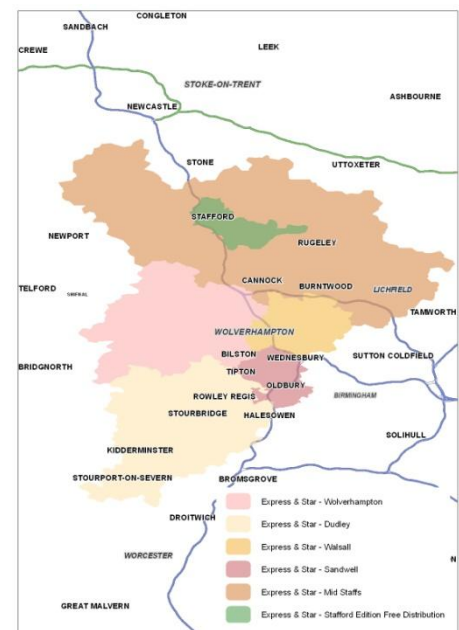
EXPRESS & STAR – SANDWELL

Frequency	Daily (Monday-Friday)	Contact Peter Hazel 01902 319270 p.hazel@expressandstar.co.uk
Circulation	13,679	
Readership	48,435 (TNSMedia 2008)	
Rates	Display ROP Mono £5.00	

EXPRESS & STAR – MID STAFFS

Frequency	Daily (Monday-Friday)	Contact Alison Roberts 01543 465130 a.roberts@expressandstar.co.uk
Circulation	9,789	
Readership	37,704 (TNSMedia 2008)	
Rates	Display ROP Mono £4.80	

Express & Star Advertising Zones



EXPRESS & STAR – STAFFORD

Frequency	Weekly - Wednesday
Type	Free
Distribution	28,225
Rate	Display ROP Mono £4.30

Contact Alison Roberts
01543 465130
a.roberts@expressandstar.co.uk

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Circulation source: BDO Stoy Hayward LLP January-June 2011

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thechronicle

WALSALL OCTOBER 26, 2010

thechronicle

BEER INSPIRED BY THE BOARD IS A WINNER Page 2

YOUR CHANCE TO WIN CLASSIC CAR SHOW TICKETS Page 12

TAKING A LOOK BACK AT HOW PARK LIFE USED TO BE Page 14

£15,000 extra needed for fields tests

DEVELOPER COULD FACE LEGAL FIGHT

All stalls are snapped up for market

Anger over untouched bins

New bosses to get beer back

New Art Gallery funds are snatched by £36,000

Don't forget! Checks back 1 hour at 2am

abbey blinds current offers on ROLLER VENETIAN ROMAN blinds see our display call free 0800 0194655

WOLVERHAMPTON CHRONICLE		
Distribution	59,649 (ABC Jan-Jun 2011)	Contact Stuart Perkins 01902 319621 s.perkins@expressandstar.co.uk
Readership	92,153 (JICREG 01.07.2011)	
Rates	Display ROP Mono £6.65	

DUDLEY CHRONICLE		
Distribution	41,011 (ABC Jan-Jun 2011)	Contact Tracey Thompson 01902 319645 t.thompson@expressandstar.co.uk
Readership	61,953 (JICREG 01.07.2011)	
Rates	Display ROP Mono £4.55	

HALESOWEN CHRONICLE		
Distribution	29,489 (ABC Jan-Jun 2011)	Contact Tracey Thompson 01902 319645 t.thompson@expressandstar.co.uk
Readership	51,847 (JICREG 01.07.2011)	
Rates	Display ROP Mono £4.30	

KIDDERMINSTER CHRONICLE		
Distribution	33,001 (ABC Jan-Jun 2011)	Contact Tracey Thompson 01902 319645 t.thompson@expressandstar.co.uk
Readership	46,670 (JICREG 01.07.2011)	
Rates	Display ROP Mono £4.20	

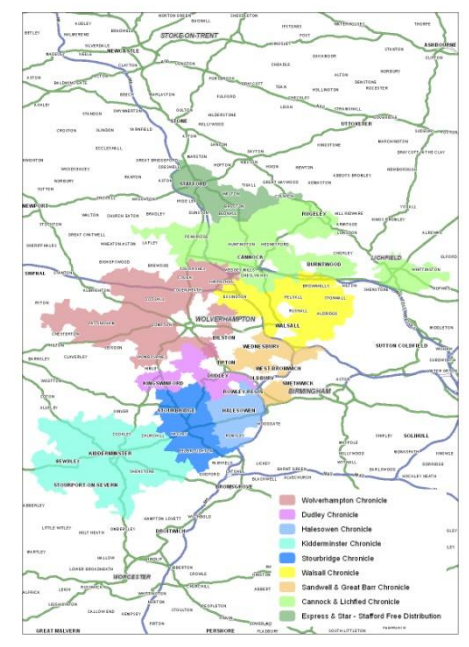
STOURBRIDGE CHRONICLE		
Distribution	42,292 (ABC Jan-Jun 2011)	Contact Tracey Thompson 01902 319645 t.thompson@expressandstar.co.uk
Readership	67,385 (JICREG 01.07.2011)	
Rates	Display ROP Mono £4.35	

WALSALL CHRONICLE		
Distribution	60,934 (ABC Jan-Jun 2011)	Contact Alison Roberts 01543 465130 s.roberts@expressandstar.co.uk
Readership	101,607 (JICREG 01.07.2011)	
Rates	Display ROP Mono £4.45	

SANDWELL & GREAT BARR CHRONICLE		
Distribution	57,764 (ABC Jan-Jun 2011)	Contact Tracey Thompson 01902 319645 t.thompson@expressandstar.co.uk
Readership	98,556 (JICREG 01.07.2011)	
Rates	Display ROP Mono £7.15	

CANNOCK & LICHFIELD CHRONICLE		
Distribution	62,211 (ABC Jan-Jun 2011)	Contact Alison Roberts 01543 465130 s.roberts@expressandstar.co.uk
Readership	95,891 (JICREG 01.07.2011)	
Rates	Display ROP Mono £4.75	

Chronicle Series



Copy Deadlines

Display:
Monday prior to publication date at 12 noon

Classified:
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