



2012 MEDIA PACK

Since its launch in 1964 with just over 21,000 copies a day, Shropshire Star has achieved one of the most impressive circulation performances of any UK regional title.

Five editorial editions of Shropshire Star are published each day tailored for the key towns within the region – North (County), Oswestry & Mid Wales (Border), South, Shrewsbury and Last (Telford).

A single insertion in Shropshire Star achieves a greater adult coverage compared to a single insertion in any of the national daily titles groupings, and far outperforms any individual national daily.



SHROPSHIRE STAR – FULL CIRCULATION

Frequency	Daily (Monday-Saturday)
Circulation	55,491 (BDO Stoy Hayward LLP Jan-Jun 2011)
Readership	171,837 (TNSMedia 2008)
Coverage Area	Shropshire & Mid Wales
Cover Price	42p
Rates	Display ROP Mono £9.65
	Classified Lineage from £6.00
	Classified Semi-Display from £16.60
	Classified Display from £16.80

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 Peter Guy (Display) 01952 241310
 Trish Booth (Classified) 01902 319613 Will Beavis (Digital) 01902 319885
 Lizzy Copues (Amra - London) 020 7845 0100

Readers

	Readers	%
Total	171,837	100
Male	87,396	51
Female	84,441	49
15-24	21,815	13
25-34	14,576	8
35-44	29,076	17
45-54	30,752	18
55-64	30,699	18
65+	44,919	26
ABC1	85,536	50
C2DE	86,301	50

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

Shropshire Newspapers Ltd., Waterloo Road, Ketley, Telford, Shropshire, TF1 5HU
 Main switchboard: 01952 242424 Classified Advertising: 01952 244244



ADVERTISING EDITIONS



SHROPSHIRE STAR – COUNTY

Frequency	Daily (Monday-Friday)	Contact Alison Jukes 01691 660090 ajukes@shropshirestar.co.uk
Circulation	7,628	
Readership	19,415 (JICREG 01.10.2011)	
Rates	Display ROP Mono £1.90	

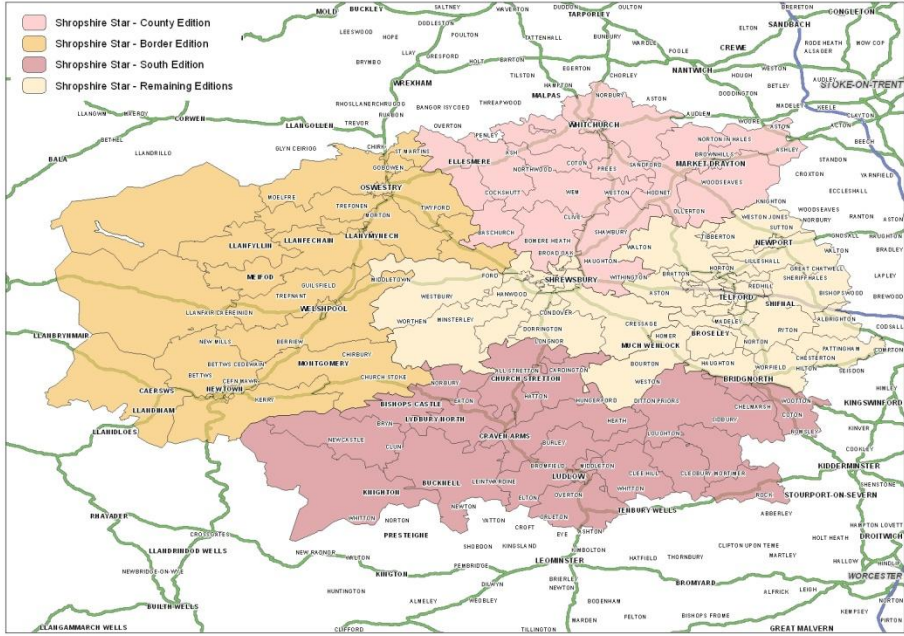
SHROPSHIRE STAR – SOUTH

Frequency	Daily (Monday-Friday)	Contact Bobby Clark 01584 876311 bclark@shropshirestar.co.uk
Circulation	4,939	
Readership	12,528 (JICREG 01.10.2011)	
Rates	Display ROP Mono £1.70	

SHROPSHIRE STAR – BORDER

Frequency	Daily (Monday-Friday)	Contact Alison Jukes 01691 660090 ajukes@shropshirestar.co.uk
Circulation	7,685	
Readership	19,521 (JICREG 01.10.2011)	
Rates	Display ROP Mono £2.90	

Source (s): BDO Stoy Hayward LLP Jan-Jun 2011/JICREG 01.07.2011



Copy Deadlines

- Display:**
1 day prior to publication at 12 noon
- Classified:**
1 day prior to publication at 12 noon

Coverage Areas

- County**
Ellesmere, Whitchurch, Shrewsbury Rural, Market Drayton & Wem
- South**
Clebury Mortimer Rural Area, Knighton, Church Stretton, Ludlow & Bridgnorth
- Border**
Llanfyllin, Oswestry, Newtown, Welshpool and Shrewsbury Rural

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Shropshire Weeklies

SHREWSBURY
CHRONICLE
Thursday, October 28, 2010 www.shropshirestar.com 40p when sold

News Why six-year-old Laura needs induced royal visit Page 5
Feature Rebecca's story: mum's heart-mending appeal Page 1
The Arts These letters: talents are far from hazy... Page 17

Expenses soar for top jobs at council
FLORIAN and **EMMA** have been crowned the winners of the Shropshire Flower Show. The girls, aged six and seven, were seen with their prize pumpkin and flowers.

FLOWER SHOW TO GET NEW NAME?
The name of the nationally famous Shropshire Flower Show is to be changed in a major move, the Chronicle has learned. The show, which has been held in the town of Shrewsbury since 1954, is to be renamed the Shropshire Flower & Pumpkin Show. The change is being considered by the show's organising committee, which is made up of representatives from the Shropshire Horticultural Society, the Shropshire Flower Show Association and the Shropshire Flower Show Trust.

Concern over future of golf course 'snowballs'
A major concern over the future of the Shropshire Golf Course has been expressed by local residents. The course, which is located in the town of Shrewsbury, is the subject of a major development plan. The plan, which is being considered by the Shropshire Council, involves the construction of a new clubhouse and the expansion of the course. The plan has been met with opposition from local residents, who are concerned that the development will impact on the local environment and the character of the area.

EXCLUSIVES by David Denton
Huge rush crashes Sir Elton's hotline
Sir Elton John's hotline has been overwhelmed by a huge rush of callers. The hotline, which is used by fans to contact the singer, was flooded with calls on Tuesday. The rush was caused by the announcement that Sir Elton is to perform at the Shropshire Flower Show. The hotline was closed for several hours due to the volume of calls.

NEW TARGET TO POP-TOUR
A new target to pop-tour has been set for the Shropshire Flower Show. The target is to attract more visitors to the show and to increase the number of people who purchase tickets. The show's organisers are working hard to promote the show and to attract more visitors to the town of Shrewsbury.

Independent Professional Eyecare for all the family
Ellerker Opticians
• With a tradition of designer glasses
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• Free home visits for the blind over 65s and homebound
• 100% of profits are donated to charity (with 100% photography)

Professional opticians for all the family with specialist contact lenses, designer glasses and home visits for the blind over 65s and homebound. 100% of profits are donated to charity (with 100% photography).

48 St James, Shrewsbury, SY1 1TP. 01952 3444 435. Web: www.ellerkeropticians.co.uk. Open Monday to Saturday 10am - 5.30pm.

SHREWSBURY / NORTH SHROPSHIRE CHRONICLE

Circ / Dist	35,128 (Publishers Statement)	Contact David Lee Birch 01952 241352 dleebirch@shropshirestar.co.uk
Readership	67,095 (JICREG 01.10.2011)	
Rates	Display ROP Mono £4.95	

OSWESTRY & BORDER CHRONICLE

Distribution	13,088 (Publishers Statement)	Contact Alison Jukes 01691 660090 ajukes@shropshirestar.co.uk
Readership	Unavailable	
Rates	Display ROP Mono £1.90	

NEWPORT & MARKET DRAYTON ADVERTISER

Circulation	7,114	Contact Gavin Cadwallader 01952 288837 gavincadwallader@shropshirestar.co.uk
Readership	22,047 (TNSMedia 2008)	
Rates	Display ROP Mono £3.50	

BRIDGNORTH JOURNAL

Circulation	7,485	Contact Anthony Carr 01746 763501 a.carr@expressandstar.co.uk
Readership	17,793 (JICREG 01.10.2011)	
Rates	Display ROP Mono £3.50	

SOUTH SHROPSHIRE / MID WALES JOURNAL

Circulation	7,503	Contact Bobby Clark 01584 876311 bclark@shropshirestar.co.uk
Readership	14,124 (JICREG 01.10.2011)	
Rates	Display ROP Mono £3.30	

TELFORD JOURNAL

Distribution	50,342 (ABC Jan-June 2011)	Contact Petra Smith 01952 241372 petrasmith@shropshirestar.co.uk
Readership	81,105 (JICREG 01.10.2011)	
Rates	Display ROP Mono £6.30	

HEREFORD JOURNAL

Distribution	41,007 (ABC Jan-Jun 2011)	Contact Donna Howells 01432 355353 dhowells@shropshirestar.co.uk
Readership	58,138 (JICREG 01.10.2011)	
Rates	Display ROP Mono £4.65	

Circulation source: BDO Stoy Hayward LLP Jan-Jun 2011

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Coverage Areas

Shrewsbury/ North Shropshire Chronicle

Shrewsbury, Shrewsbury Rural & Wem

Copy Deadline Tuesday 1pm

Newport & Market Drayton Advertiser

Newport & Market Drayton

Copy Deadline Wednesday 1pm

Bridgnorth Journal

Bridgnorth, Much Wenlock & Ironbridge

Copy Deadline Wednesday 1pm

South Shropshire Star/Mid Wales Journal

Knighton, Presteigne, Church Stretton, Ludlow & Newtown

Copy Deadline Wednesday 1pm

Telford Journal

Telford & Shifnal

Copy Deadline Tuesday 1pm

Hereford Journal

Hereford, Hereford Rural, Leominster, Ledbury & Ross on Wye

Copy Deadline Monday 1pm

Coverage areas by PressAd location

mna media
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