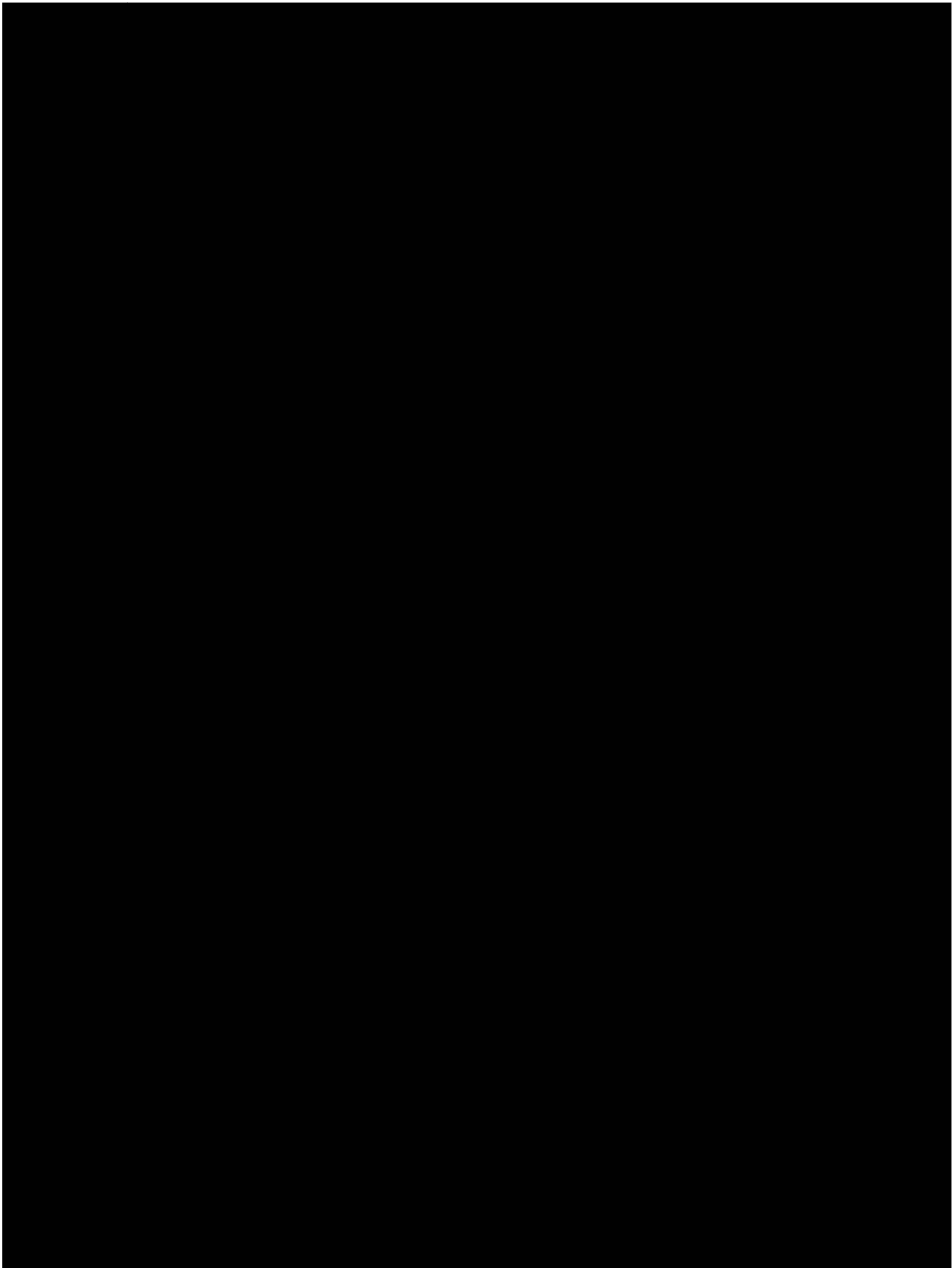


LOCALLY CONNECTED

In Print - Online



Agency feedback



“Clients are increasingly looking for multi-media solutions at a local level”

“The last decade has seen an exponential growth in the number of options for local targeting, from magazines and niche publications through to websites”

“Everyone now agrees that if you want to target a certain locality you don't just use the local paper, you also consider the local magazines, websites, etc.”

Agency feedback (2)



“We can recognise a good local product when we see one but it can be difficult to convince clients without any hard data to back it up”

*“Regional media owners need to ensure accountability in order to secure their share of advertising budgets...
...the NS audience research project will be vital in providing this accountability”*

Media Portfolio Database



Publishing Group
Johnston Press Plc

- 3,200+ media opportunities each linked to a core newspaper:
 - Websites** 900
 - Magazines** 1,150
 - Radio & TV stations** 14 & 1
 - Specialist sections** 1,200

- Searchable by area, media type, subject matter, publisher and newspaper

Wakefield Express					
Banner Ad Rate £	12	Other rate - description	per 1,000 views	Page requests	1424615
Page Period	Ave Unique month	Users	Period	Ave Page Users month - source	Webtrends
Unique user/browser ave daily	Unique user/browser ave weekly	Unique user/browser ave monthly	198595	Unique user/browser source	Webtrends
Unique user/browser date	Audience	Reach %		Audience - reach period	
Audience reach - source	Webtrends				
Media type	Website	Other Ad rate £	Ad rate date	Web address	wakefieldexpress.co.uk
Casestudy					

Contacts for this opportunity:-

Location	Telephone	Email
wakefield	01924 375111	iren.bates@ywng.co.uk

Web Equivalent



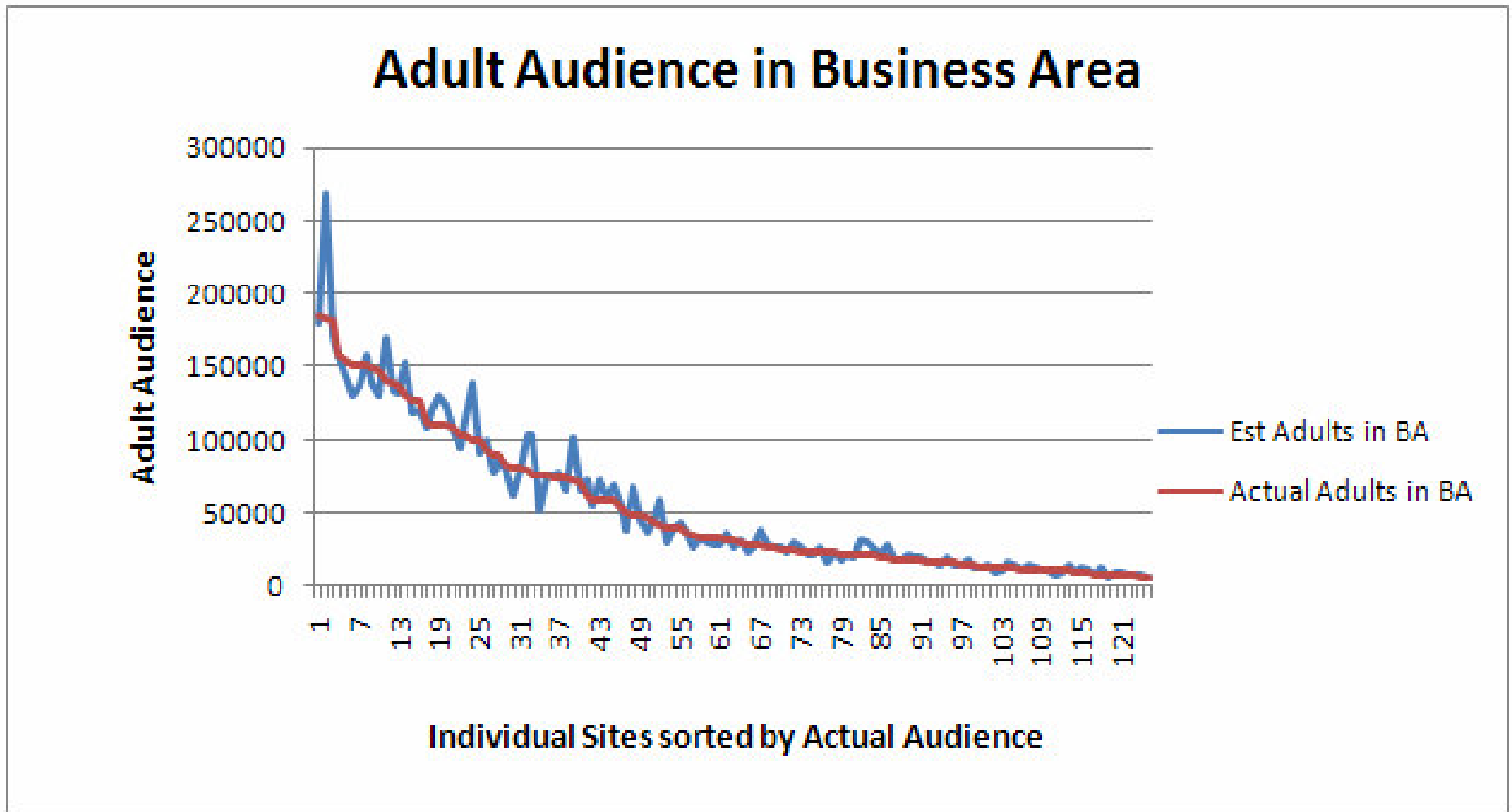
- **Circulation equivalent – ABCe Monthly Unique Browsers**
- **Web survey data where it exists (3 major publishers)**
- **RPC equivalent – Audience per Browser**
- **That data plus 100+ face-to-face surveys used to develop models for un-researched sites**

The Modelling Process

- **Five models developed**
 - **Adult to Browser ratio**
 - **In Business Area ratio**
 - **Profiles**
 - **Audience accumulation**
 - **Duplication with readership**

Modelled versus actual data

- Consistency shows robustness of model



JICREG Planning System



- The models have been independently and positively appraised
- The updated interface methodology has been released to Choices, IMS and Telmar for integration into planning systems
- The system is now live!
- It will develop and grow over time:
 - More data & sites
 - Specialised sites
 - Out of area usage
 - Page impressions
 - Reaction from clients

Key Facts



- **Our Objectives have been met**
- **First integrated Print/Online currency in UK**
- **Online adds on average 14% to the newspaper reach, and considerably increases impacts.**

Audience profile indices: website vs print



Gender		Age		Social grade	
Men	86.7	15-24	67.4	AB	175.7
Women	112.8	25-34	134.2	C1	116.3
		35-44	134.2	C2	63.3
		45-54	149.6	DE	80.8
		55-64	115.2		
		65+	36.3		

Note: where newspapers = 100

JICREG DEDUPLICATED AUDIENCE REPORT

Deduplicated print and website audiences for the location Wakefield

Area Adult Population: 101233

Websites	Newspapers	Website Audience	Newspaper Readerships	Combined Net Audience	Net Audience	Website			Newspaper	
						Business Area Audience	Total Unique Browsers	Total Page Impressions	Total Circulation	Total Readership
WAKEFIELD EXPRESS	Wakefield Express	14494	59274	63825	63%	19953	39846	272287	30718	82508
YORKSHIREEVENINGPOST	Leeds - Yorkshire Evening Post	2463	5114	7313	7%	101606	274231		46013	139389
YORKSHIREPOST	Yorkshire Post	3942	3755	7006	7%	158895	309191		44690	140362

Notes:

Newspaper readership based on All Adult AIR, and website audience and page impressions based on average month.

Area audience is within defined area.

Business areas are the total of linked newspaper circulation areas.

Sources: JICREG database as at 01/10/2009. MP database as at 17/11/2009.

Wakefield Express has an AIR of 59,274 in Wakefield; 14,494 adults will use the Wakefield Express website in a month. De-duplicated audience 63,825, giving 63% reach, an 8% increase.

SCHEDULE ANALYSIS _ NET REACH & FREQUENCY

Target Adults, * = modelled
 Survey JICREG: 01/Oct/2009 [JR]

Population 101,233
 Sample Size 0
 Comp. Target

Display Single Schedule

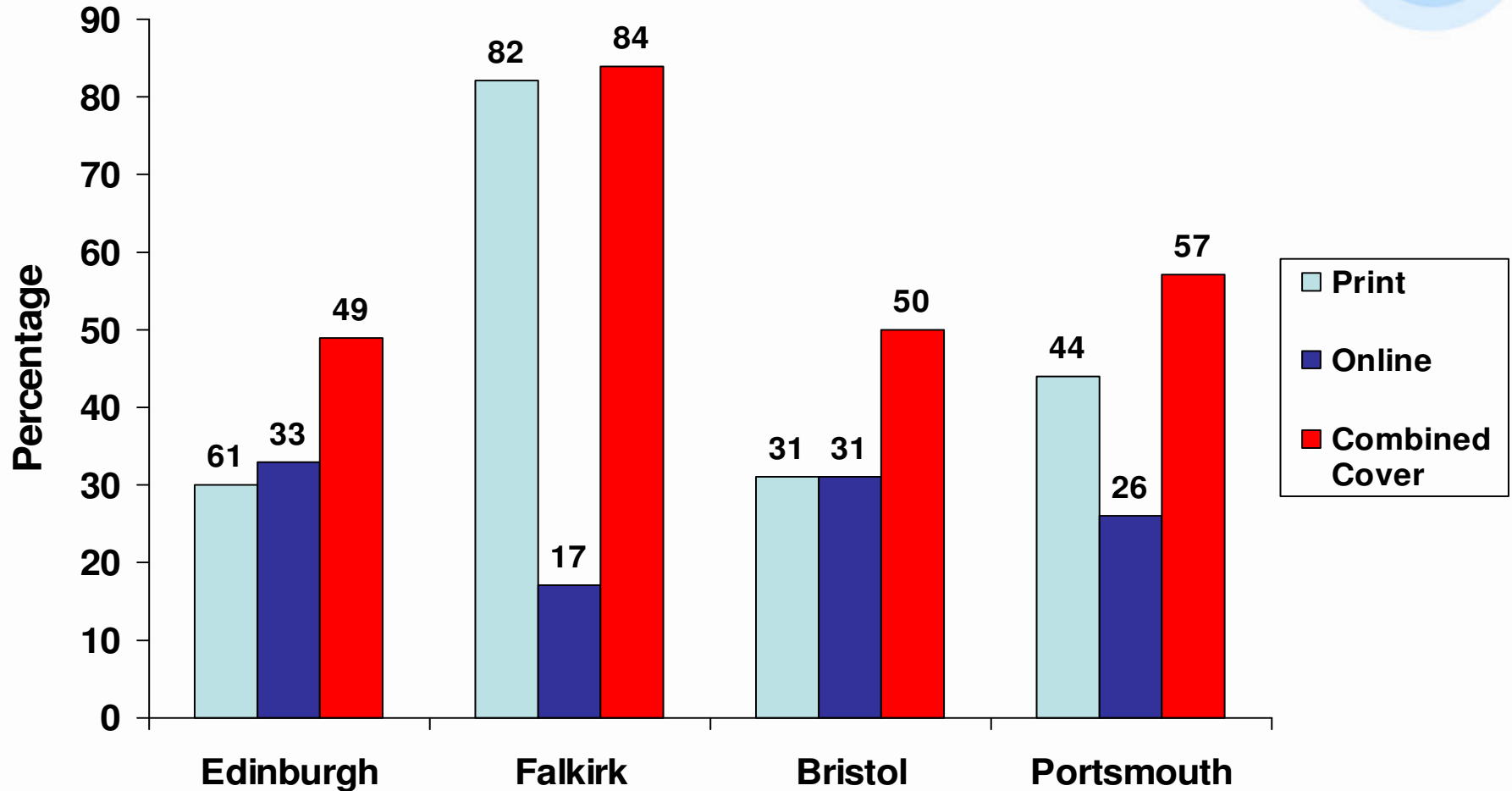
Insertions	Uses	Audience	Audience %
BARNSELEY CHRONICLE	0	3,720	3.67
DEWSBURY REPORTER GROUP	0	363	0.36
LEEDS - YORKSHIRE EVENING P	0	5,115	5.05
Selby Times	0	3	0.00
WAKEFIELD & ROTHWELL EXTR	0	25,837	25.52
Wakefield Express	4	59,275	58.55
YORKSHIRE POST	0	3,756	3.71
armleytoday	0	3	0.00
beestontoday	0	4	0.00
bramleytoday	0	6	0.01
calverleytoday	0	5	0.00
chapelallertontoday	0	1	0.00
citylite	0	10	0.01
crossgatestoday	0	7	0.01
Dewsbury Reporter	0	6	0.01

4 insertions in Wakefield Express + 4 weeks activity on the website gives a net reach of 71,692 adults, 71% cover.

	Total Uses	Reach	Reach %	Total GRPs	Total Impacts	Avg. Frequency	Total Cost
Total	8	71,692	70.82	254.02	257,152	3.59	0.00
Local Newspapers	4	67,998	67.17	234.21	237,100	3.49	0.00
Internet	400.0%	14,494	14.32	19.81	20,052	1.38	0.00

Internet
 Sort by Mediatype
 Group Vehicles

Building local coverage with print and online



4 press insertions plus 1 month web activity

**LOCALLY
CONNECTED**

In Print - Online



NS the voice of
local media

JICREG



LOCALLY CONNECTED

In Print - Online

www.locallyconnected.co.uk