



Established 1857
ABC 17,958
 Jan-June 2007

44,360[☆] READERS

EVERY DAY

That's 76% of all
adults in Greenock!
& 65% of all adults in Inverclyde!

The ONLY evening newspaper in Scotland to increase household penetration and readership!

H/Hold Penetration up +7% Readership up +19%[☆]



Established 1987
VFD 21,795
 Jan - June 2007

33,364[☆] READERS EVERY WEEK

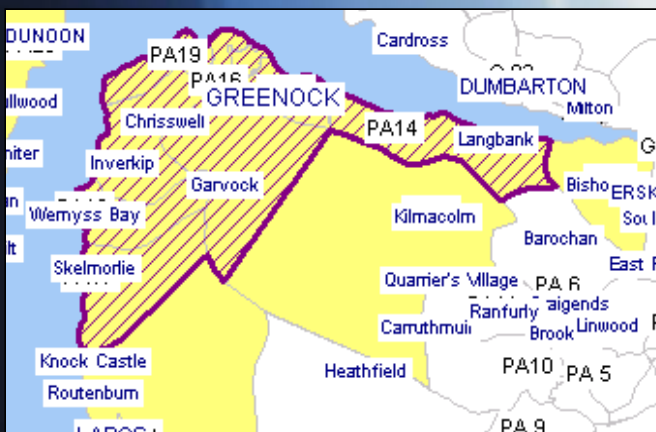
6,500 EXCLUSIVE READERS

VITAL HOUSEHOLD PENETRATION

Langbank 95% Gourock 88%
 Inverkip 90% Wemyss Bay 95%
 Skelmorlie 95%

Plus Bulk drops to

Cardwell Garden Centre, Greenock & Port Glasgow Libraries, Greenock Health Centre



ADVERTISING RATES

Telegraph Combined Extra

Display	£7.30	£10.30	£7.30
Recruitment	£15.00	£18.00	£15.00
Property	£9.90	£12.95	£9.90
Public Notice	£8.20	£11.10	£8.20
Entertainments	£7.40	£10.50	£7.40
Lineage	£1.45	£1.85	£1.45

[☆]Source Jcreg January 2008 + Source Jcreg 1991 -v- 2007