



Regional

A unique planning and mapping tool aggregating data on the available media in any region of the UK alongside the population's demographic profile. Includes: publications; radio stations; out of home; cinemas and door drop media.

- Map any area of the UK
- Overlay all media types
- Plot your own points
- Calculate drive-times
- Report on media & demographics
- Download maps to PowerPoint

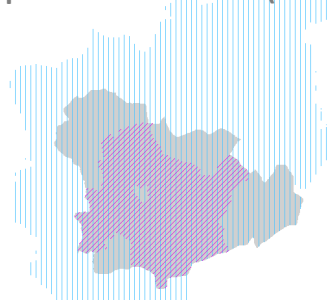
Sample data for Nottingham Households: 324,936 Population: 763,235

Newspapers & magazines

Newspapers	Circ in area	HH %	Rd'ship	Total Circ
Nottingham & Long Eaton Topper	147,703	45.5	215,136	147,703
Chad Super Group	14,883	4.6		
Ashfield Chad	7,500	2.3	38,812	7,500
Mansfield Chad	7,014	2.2	62,136	24,323
Hucknall & Bulwell Dispatch	5,766	1.8	13,049	5,766
Nottingham & Trent Valley Journal	5,000	1.5		5,000
Belvoir Messenger	4,699	1.4		5,963
Alfreton Chad	3,537	1.1	20,080	13,667
Eastwood & Kimberley Advertiser	3,166	1	8,468	3,166
Magazines				
Primary Times (Nottinghamshire)				58,000
Primary Times (Leicester & Rutland)				47,000
60 PLUS Leicestershire & Rutland				9,000

ABC/JICREG/Publisher data

Nottingham & Long Eaton Topper & Capital East Midlands (Notts)



ABC/Geoplan/RAJAR/Publisher data

Radio stations & cinemas

Radio stations	TSA pop 15+	Weekly reach	% cov pop	% TSA pop in area
BBC Radio Nottingham	804	147	18	76.2
Capital East Midlands (Nottinghamshire)(NR)	1159	321	28	55.1
Gold East Midlands (Nottingham)(NR)	1159	55	5	55.1
Capital East Midlands	2245	480	21	29
Gold East Midlands	2245	84	4	29
Gem 106 (East Midlands)	2396	461	19	27.1
Smooth Radio East Midlands	2483	397	16	26.1
Radio Mansfield 103.2	159	37	23	14.3
Cinemas				
CINeworld				NG1 4AA
BROADWAY				NG1 3AL
GALAXY CINEMA				NG10 1LU
SAVOY CINEMA				NG7 1QN
SCREEN ROOM				NG1 3AP
SHOWCASE CINEMAS				NG7 2UW

RAJAR/DCM

Poster sites & door drop media

Poster Frames	6 sheet	48 sheet	96 sheet	Bus exterior	Phonebox
Clear Channel Outdoor	134	33	3		
Exterion Media				5	
JCDecaux	201	48	9		295
Primesight	48	32	5		
Home owners	Geog band	House-holds	Owned	Owned outright	Indicative cost
PC sectors > 130 Index					
NG15 9	J	2,533	141	178	£195
NG9 6	G	3,849	136	136	£260
NG15 8	G	2,280	133	144	£195
NG11 7	F	2,007	133	165	£195
NG14 5	G	1,746	131	173	£130

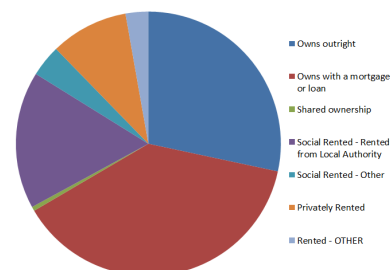
Route/Royal Mail

DIY Superstores



Store finder postcodes

Tenure



Census/Geoplan

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Sources: ABC; BARB, Geoplan, ISBA, JICREG, NRS, RAJAR, Route, Royal Mail

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It provides all the information you need to make the right decisions quickly and objectively as opposed to relying on calling sales houses or contacts yourself.

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