

St Albans & Harpenden Review

stalbansreview.co.uk



## Details

**Published**  
Wednesday

**Type**  
Free

**Format**  
Tabloid

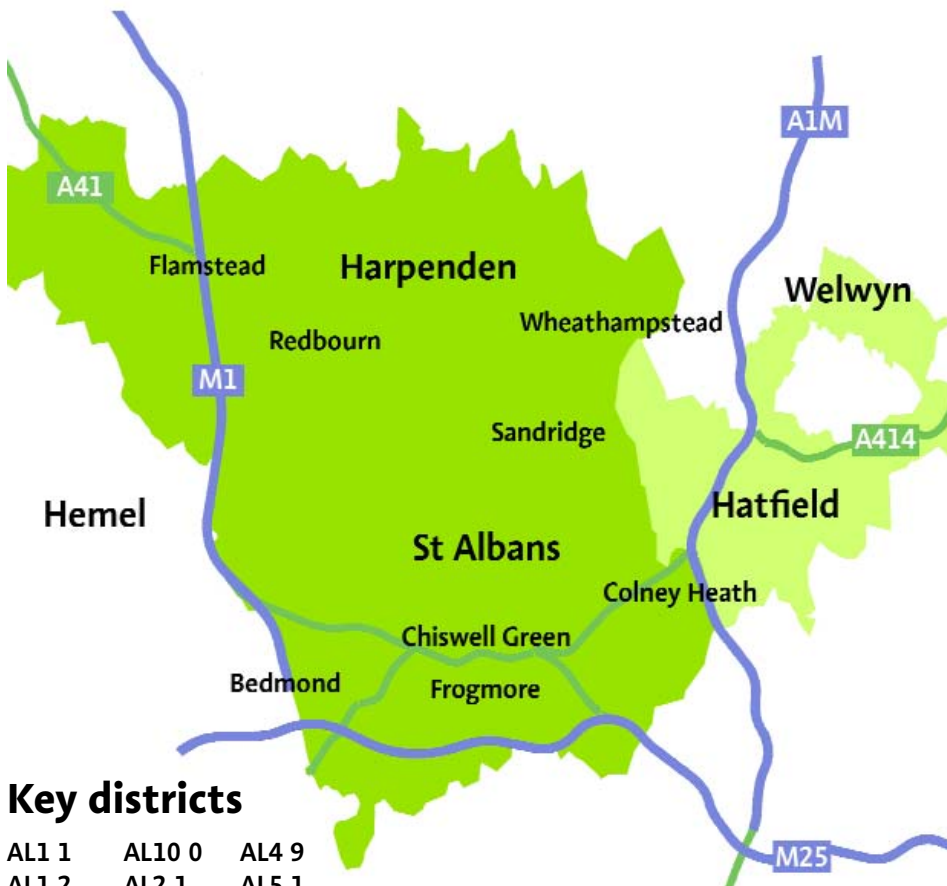
**Image area**  
320x259mm

**P**UBLISHED on a Wednesday, the Review is first in the marketplace, which gives advertisers a distinct advantage.

In print and online, the Review has a reputation for accuracy and integrity, as a consequence it is respected and admired by its many loyal readers.

The Review Series gives advertisers the chance to reach several key areas with exceptional demographics covering, as it does, St Albans, Hatfield and Harpenden.

The vibrant website is updated throughout the day, seven days a week. It offers advertisers a choice of prominent display positions. It also hosts an e-edition, which is an electronic version of the printed product complete with links and other potential enhancements, such as video.



## Key districts

AL1 1	AL10 0	AL4 9
AL1 2	AL2 1	AL5 1
AL1 4	AL3 5	AL5 4
AL1 5	AL4 0	AL5 5

## Contacts

### Switchboard

01923 216 216

### Motors

01923 216 205

### Recruitment

01923 235 375

### Letterbox leaflets

01923 249090

### Email

observerads@london.newsquest.co.uk

### Address

Observer House, Caxton Court,  
Caxton Way, Watford Business Park,  
Watford, Hertfordshire WD18 8RJ

### Display

01923 216 211

### Property

01923 216 333

### Classified

01923 216 200

### File transfer

adfast.co.uk

# 68,631

## Combined Unduplicated Audience

Telmar Oct 2011. Local adults only (see map).

**42,597** 91% Free  
**Circulation**  
ABC Jan to June 2011

**59,292**  
**Readership**  
JICREG Oct 2011

**34,716**  
**Unique Users**  
Omniture YTD 2011

**134,316**  
**Page Impressions**  
Omniture YTD 2011

## Be wise when you advertise

ABC is an independent auditing service that gives you the peace of mind that the figures we provide are accurate and timely. JICREG is the Joint Industry Commission for Regional Press Research.

Telmar is media planning software used to deduplicate figures so individual readers aren't counted twice.

## Demographics

### IN PRINT

#### Gender

Male	47%
Female	53%

#### Age

15 to 24	12%
25 to 34	16%
35 to 44	20%
45 to 54	18%
55 to 64	14%
65 to 74	10%
75+	10%

#### Social grade

AB	37%
C1	31%
C2	18%
DE	14%

### ONLINE

#### Gender

Male	41%
Female	59%

#### Age

15 to 24	7%
25 to 34	20%
35 to 44	27%
45 to 54	25%
55 to 64	15%
65+	6%

#### Social grade

AB	56%
C1	27%
C2	9%
DE	8%



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