

Watford Observer

watfordobserver.co.uk



Details

Published

Friday

Type

Paid-for

Format

Tabloid

Image area

320x259mm

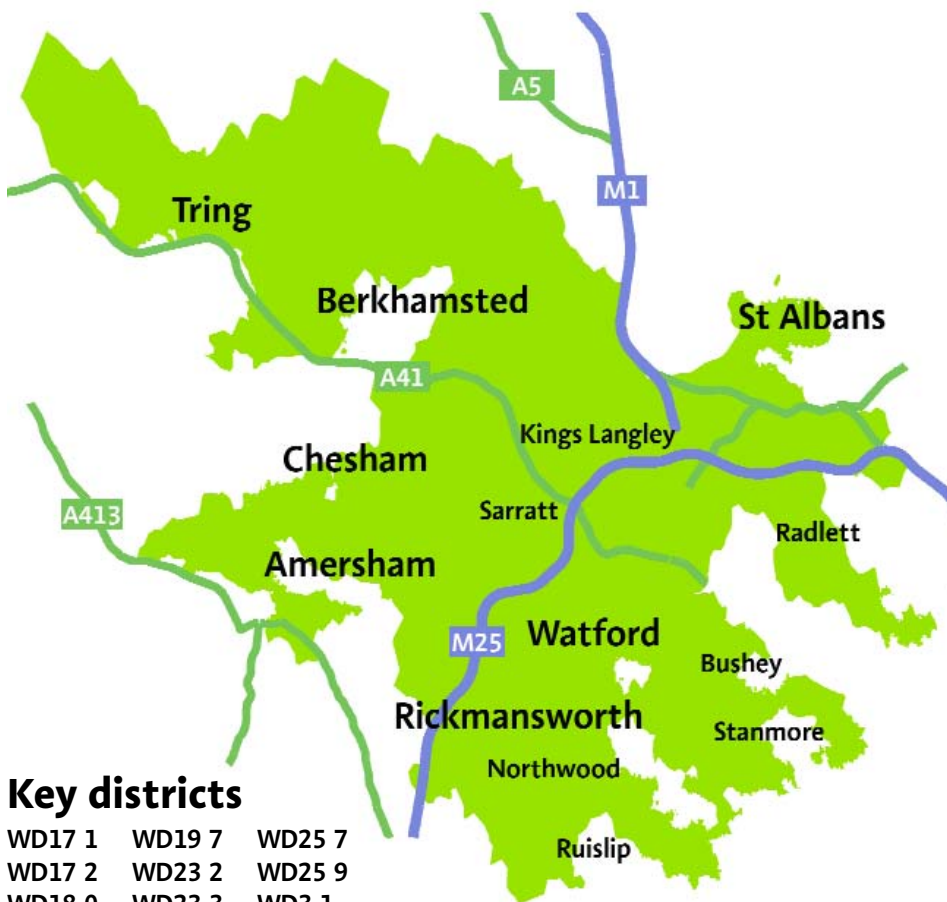
PUBLISHED on a Friday, the Watford Observer claims to be at the "heart of the community"— and so it is. First published in 1863 readers have come to know that if it's not in the Watford Observer or on watfordobserver.co.uk, it just didn't happen.

That sense of tradition and level of trust makes it an ideal medium for advertisers who want to capitalise on the connection with the local community.

The website is also going from strength to strength. In fact, every year since it was launched, the audience has grown.

The site offers a number of opportunities for advertisers including display positions, classified searches and video.

The newspaper, whether in print or online, is a much-loved source of local information.



Key districts

WD17 1	WD19 7	WD25 7
WD17 2	WD23 2	WD25 9
WD18 0	WD23 3	WD3 1
WD18 7	WD24 5	WD3 3
WD19 6	WD24 7	WD5 0

Contacts

Switchboard

01923 216 216

Motors

01923 216 205

Recruitment

01923 235 375

Letterbox leaflets

08444 772 323

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

131,731

Combined Unduplicated Audience

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

16,859 100% Paid

Circulation

ABC Jan to June 2011

46,814

Readership

JICREG Oct 2011

148,500

Unique Users

Omniture Sept 2011

1,028,161

Page Impressions

Omniture Sept 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 49%

Female 51%

Age

15 to 24 12%

25 to 34 16%

35 to 44 20%

45 to 54 19%

55 to 64 15%

65 to 74 10%

75+ 9%

Social grade

AB 37%

C1 29%

C2 21%

DE 14%

ONLINE

Gender

Male 45%

Female 55%

Age

15 to 24 8%

25 to 34 21%

35 to 44 25%

45 to 54 24%

55 to 64 15%

65+ 6%

Social grade

AB 48%

C1 29%

C2 13%

DE 10%



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