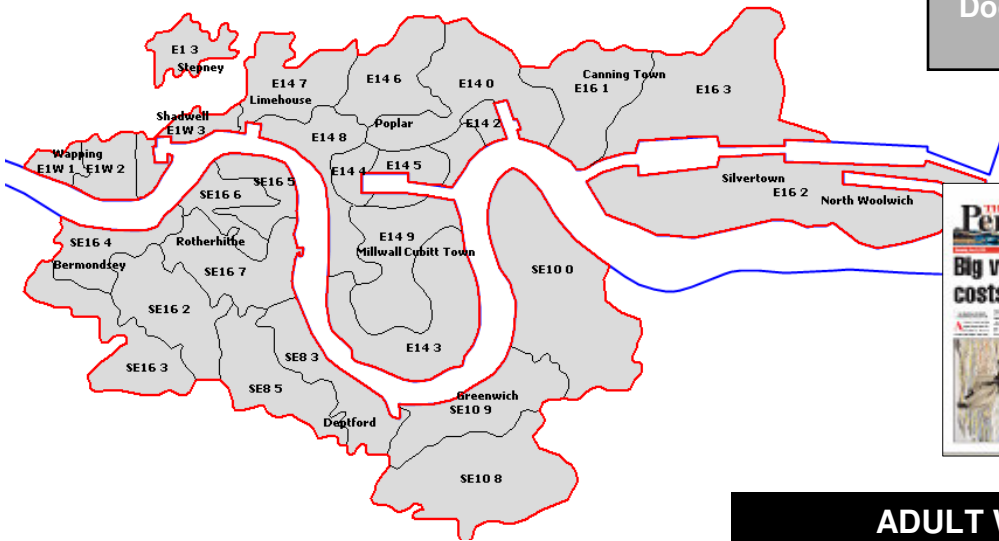




[www.docklands24.co.uk](http://www.docklands24.co.uk)

5,000 electronic copies of the Docklands are sent out every week to subscribers



The Docklands and The Peninsula reach an average audience of 24,133\* adults every week, and this figure is growing by the week.

The printed version of The Docklands and The Peninsula are distributed via branded newspaper dispensers across the Docklands, Canary Wharf, Peninsula, Surrey Quays and Greenwich areas every week. In addition to this, titles are also distributed at over 300 small business units across the Docklands and Surrey Quays area. Dispensers are topped up twice a week to cope with the demand for the newspapers, which has in fact led us to turn our printed newspapers into E-editions. These online newspapers are available free online, plus we have over 5,000 subscribers every week. Add to this the growing online audience every week and these titles reach nearly 25,000 adults. Both the in-paper and online audience, gives advertisers a wonderful opportunity to target this high-value market place with a high quality products.

**ADULT WEEKLY REACH**

**24,133\***

SOURCE: July – Dec 09 Publishers Statement  
17,970 Average Weekly Distribution - 1,163 Average Weekly UV's, Omniture  
5,000 subscribers to E-editions

**ONLINE ADVERTISING RATES**

**£50.00 + VAT**

**MONTHLY TENANCY**

**PUBLISHED: TUES**      Rates per sccm      Booking & Copy Deadline

Run of Paper (Editorial Pages)	£7.50	Mon 15:00
Property Section	£6.50	Mon 13:00
Motors Section	£7.50	Mon 13:00
Recruitment Section	From £36.72	Mon 15:00
Classified	£6.50	Mon 12:00
Entertainments Section	£7.50	Mon 15:00
Public Notices	£18.11	Mon 15:00

**Series Bookings**

13 for the price of 10 - save 23%  
6 for the price of 5 - Save 17%

**East London Newspapers**  
138 Cambridge Heath Road, London, E1 5QJ

[kevin.poulter@archant.co.uk](mailto:kevin.poulter@archant.co.uk)

Run of Paper Advertising  
Motors and Property Advertising  
Tel: 020 7791 7791

[Elaine.allen2@archant.co.uk](mailto:Elaine.allen2@archant.co.uk)

Classified & Recruitment Advertising  
Tel: 020 8478 4444

**Special positions & full colour will incur extra charge**  
**Page size 330mm x 267mm**





[www.docklands24.co.uk](http://www.docklands24.co.uk)



## BENEFITS BRAND 2 HAND

Our highly visible distribution teams are distributing copies of The Docklands newspaper at 5 leading DLR stations Wednesdays from 7am to 11am – catching the commuter on their way to work. This method of distribution which has long been adopted by the national daily titles, gives us greater flexibility in reaching our target market – those with disposable cash, who work and live in London.

With the audience making a conscious decision to take the newspaper, it suggests that they are more likely to read it.

With new columns such as "Single Life" being launched in the Docklands, there has never been a better time to connect with the Docklands audience through the variety of mediums that we are able to offer.

East London Newspapers  
138 Cambridge Heath Road, London, E1 5QJ

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## Brand 2 Hand

Weekly Distribution 2,500

Limehouse  
West Ferry  
Shadwell  
South Quay  
Island Gardens

Publisher's Statement: Archant London KPI totals July - December 2008 \*\*\* Archant London Email Database Total for Docklands

PUBLICATION DAY TUESDAY

