

Loughton & Buckhurst Hill Recorder

BRAND 2 HAND & ONLINE

MORE THAN A LOCAL NEWSPAPER

THE Recorder group of newspapers is one of the strongest and most recognisable local newspaper brands in London and the south east.

We have been the tried and trusted provider of local news for more than 100 years and our newspapers and web sites are a major source of information to a wide age range of readers. Already serving the residents and businesses in Havering, Redbridge, Barking and Dagenham and Newham, we are extending the brand to Loughton and

Buckhurst Hill with an innovative new edition. The Loughton and Buckhurst Hill Recorder will be delivered Brand-to-Hand to commuters returning home at the area's rail stations by high-profile distribution teams giving all the benefits of a Recorder paid-for newspaper – free. It's a fantastic bargain for our new readers and an unmissable opportunity for advertisers.

BRAND 2 HAND BENEFITS

Highly visible distribution teams distributing newspapers throughout this affluent area, can be found at:-

- Loughton Station, IG10
- Loughton High Road
- Buckhurst Hill Station

Areas selected for distribution are aimed at attracting the maximum audience of local people going about their everyday lives in the Loughton & Buckhurst Hill area. The benefits of you advertising within this free edition, include the ability to target the commuter on their return journey from London, association with the strong Recorder brand, plus the added benefit of your advert appealing to what can only be described as one of London's most affluent neighbourhoods. With every copy being given away, there is no waste, thus your advertising is being targeted at consumers who have expressed a positive interest in taking a copy of the newspaper.



To Advertise Call 020 8478 4444

Recorder Newspapers are one of the strongest newspaper brands in the area, with a reputation for good quality local news and sport. They are committed to maximising the impact of your advertising, by helping you reach as wide an audience as possible.

BRAND 2 HAND & ONLINE

The Loughton & Buckhurst Hill Recorder has been launched to target both the local population going about their everyday business and the commuter on their return journey from London using the Central Line on the London underground. This busy commuter line, serves people working in the city and compliments the brand to hand operations that are already taking place at South Woodford Station, Woodford Station and Snaresbrook Station. The successful launch in 2009 of the

Woodford Recorder, meant it would only be a matter of time before this newspaper started to grace the streets.

The popular brand to hand distribution teams, mean that stopping at a newsagent in this area for your local newspaper on your way home, will become a thing of the past. By distributing on the return journey, the readership of these titles in the home is likely to increase, as people take their newspapers home

to read and enjoy. With 7 day TV, property sections, recruitment and classifieds, the life expectancy of these titles, extends well beyond that of a national newspaper, and thus increases exposure of your business. This tried and tested method, initially used by the national daily titles, suggests that people taking a copy are more likely to read it, as they have made a conscious decision to take the newspaper from the distributor.

Loughton & Buckhurst Hill Recorder

5,000 copies hand distributed close to:-

- Loughton Station
- Loughton High Road
- Buckhurst Hill Station

Average Weekly Ilford Recorder Series Newspaper Audience:
50,467 adults

Source:

JICREG 1/10/09, Av Wkly UV's Omniture JJ 09/Independent Audit JJ09 Woodford Recorder/5,000 copies Loughton & Buckhurst Hill JJ 2010 (Awaiting verification)

Ilford Recorder Online

10,012 Adults every week log onto Ilford Recorder Online

www.ilfordrecorder.co.uk

Source:

Archant London Omniture JJ2009

Recorder
More than a local newspaper



***60,479 ADULTS COULD BE LOOKING AT YOUR ADVERTISEMENT EVERY WEEK**

*Total Newspaper and Online Audience



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