

Woodford Recorder

BRAND 2 HAND & ONLINE

MORE THAN A LOCAL NEWSPAPER

The Redbridge Recorder series of newspapers, which is now made up of the **Iford Recorder**, the **Barking & Dagenham Recorder** and the **Woodford Recorder**, mirror perfectly the area covered by the London Borough of Redbridge and Barking & Dagenham.

On the 17th of september 1898 the Iford recorder was published for the first time,over the following century the residents and businesses of Redbridge have had a local newspaper of real quality to turn to for the very best local new coverage, sports and entertainment. The family announcements section has seen whole generations pass through its pages from births, graduations, engagements, marriages and finally deaths.The one consistent factor in the life of this borough and its residents over the last 111 years is that the Recorder has always been there.

We hope you would agree with us when we say “we know Redbridge” our brand is recognised and trusted throughout the borough, but we haven’t rested on our laurels, our internet site has a growing audience and is number 1 on Google page rankings for Iford news. with this backdrop of continued development and growth we are launching a new title for the borough, the Woodford Recorder, Bringing the same great blend of local news and sport coverage this new title will be available completely free via our street based distribution teams every thursday.

BRAND 2 HAND BENEFITS

Highly visible distribution teams distributing newspapers at 3 leading train stations on the Central Line.

- Snaresbrook Station
- Woodford Station
- South Woodford Station

Areas selected for distribution aimed to attract the maximum audience of local people going about thier everyday lives in the woodford area. The benefit to you of advertising in this free edition of the Boroughs leading paid for newspaper is the ability to target specific geographical locations,no waste as every copy will only be given to consumers who want the paper and finally all the usual benefits from the great Recorder brand



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 Woodford 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 with the

hand distribution taking place late afternoon, we hope to attract people on their way home. This in turn could increase the readers per a copy, as family at home pass the copy on.

We recognise, that it isn't always convenient to visit one of our numerous retail outlets to buy our

newspaper, and so have developed the brand to hand to reach a wider audience. 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.

Woodford Recorder

5,000 copies hand distributed close to:

- South Woodford Station
- Woodford Station
- Snaresbrook Station

Iford Recorder Series

40,467* Weekly audience

*JICREG April 2009

Iford Recorder Online

10,000* adults every week log onto Iford Recorder online

www.ilfordrecorder.co.uk

*Archant London Omniture reporting Jan - April 2009

Recorder
More than a local newspaper



***55,467 ADULTS COULD BE LOOKING AT YOUR ADVERTISEMENT EVERY WEEK**

*Total Newspaper and Online Audience



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