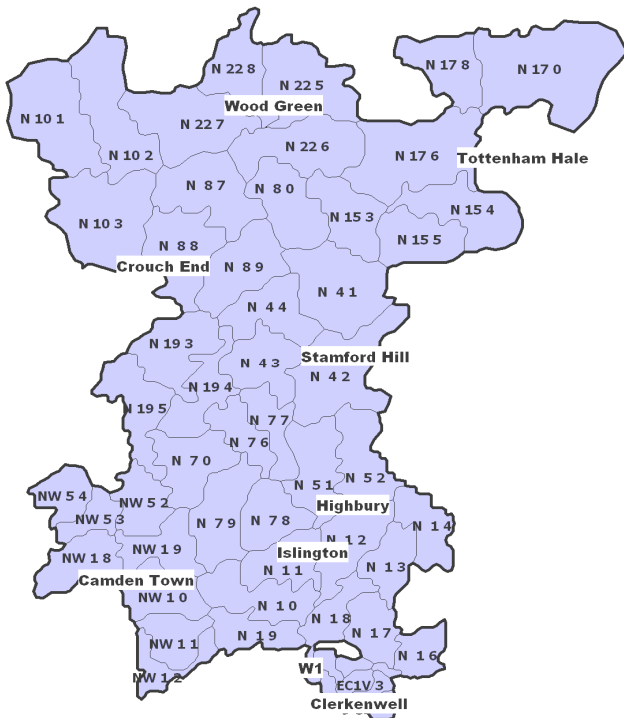


Free online lineage adverts with our online business directory – call now to register your company



The award winning, **Islington Gazette** is one of London's most respected and influential local newspapers. It speaks with the authority and knowledge that 152 years of publishing in the community brings.

It is published every Thursday, and as well as being available on sale at all leading retailers, it is also available in branded newspaper dispensers at five Mcdonalds restaurants across Islington.

To also capitalise on the transient North London audience, the Islington Gazette has a distribution team who can be seen hand distributing 3,000 copies every week in Seven Sisters and Holloway Road.

Along with the growing number of visitors to the community web site, the Islington Gazette is ensuring it remains a firm favourite with the people of North London.

North London Newspapers
100a Avenue Road, London, N8 9BU
Tel: 020 7433 0000 Fax: 020 7433 6259/6269
Jason.valentine@archant.co.uk
Melanie.balban@archant.co.uk
Run of Paper, Motors & Property Advertising
Jason.valentine@archant.co.uk
Classified Advertising
020 7433 0000

Average Weekly Audience

Islington Gazette & Journal Series

Weekly Sale	12,705*
Independently Audited	5,000**
Adult 15+ Readership	71,734***
Unique Weekly Web Visitors	13,505****



SOURCE: *ABC July - Dec 2008 **Independently Audited 1st July - 14th Dec 08 Free Pick Up and Hand

Distribution ***JICREG Report **** Archant KPI's July to Dec 2008

PUBLICATION DAY THURSDAY

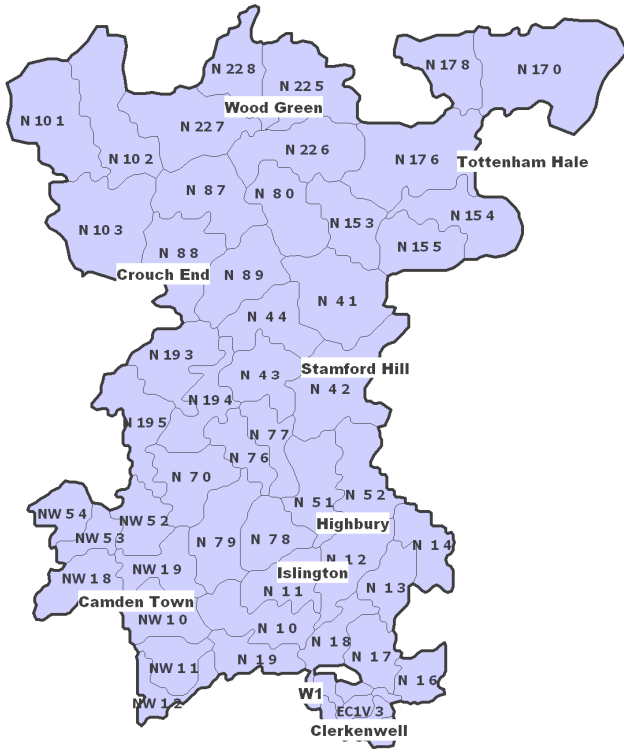
	Rates per sccm	Booking & Copy Deadline
Run of Paper (editorial pages)	£15.00	Tue 17:00
Property Section	£12.00	Fri 16:00
Motors Section	£8.00	Mon 16:00
Recruitment Section	From £53.04	Tue 14:00
Classified	£17.38	Tue 14:00
Entertainments Section	£7.50	Mon 16:00
Public Notices	£21.00	Tue 16:00

Page size 340mm x 267mm

Special positions & full colour will incur extra charge



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This series consists of the **Hornsey & Crouch End Journal, The Tottenham & Wood Green Journal and the Muswell Hill Journal.**

All newspapers are on sale every week at leading retailers, however the biggest growth for these titles is the online community that they serve.

To compliment the strong and loyal following of readers every week, these titles have seen the online community grow to in excess of 7,000 unique visitors every week.

This is a testament to the quality reporting of all local issues that these titles represent, but also the strong links with premier ship football clubs such as Tottenham Hotspur, which grace the pages of their web site.

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www.hornseyjournal.co.uk

www.muswellhilljournal24.co.uk

www.tottenhamjournal.co.uk

Average Weekly Audience

Journal Series

Weekly Sale	5,931*
Adult 15+ Readership	71,734**
Unique Weekly Web Visitors	7,135***



SOURCE: *ABC July – Dec 2008 **JICREG 01/10/2008 ***Archant KPI's July - Dec 2008

PUBLICATION DAY THURSDAY

	Rates per sccm	Booking & Copy Deadline
Run of Paper (editorial pages)	£10.00	Tue 17:00
Property Section	£12.50	Fri 16:00
Motors Section	£8.00	Mon 16:00
Recruitment Section	From £53.04	Tue 14:00
Classified	£17.38	Tue 14:00
Entertainments Section	£7.50	Mon 16:00
Public Notices	£21.00	Tue 16:00

Page size 340mm x 267mm

Special positions & full colour will incur extra charge



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Average Weekly Audience

7,963* COPIES AVAILABLE EVERY WEEK

- Sainsburys Camden Road, Camden, NW1
- Camden Library Crowndale Centre,
- Somerfields Camden High Street, NW1
- Camden High Street & Parkway, NW1
- Odeon Cinema 14 Parkway, Camden, NW1
- Bradleys 184 Kentish Town Road, NW5
- Kentish Town Library, NW5
- ACE Sports 341 Kentish Town Road, NW5
- Queens Crescent Community Centre, NW5
- Chalk Farm Station, Adelaide Road, NW3
- Camden Town Hall, Judd Street
- St Pancras Library Argyle Street, WC1H
- Morrison's Petrol Station, NW1
- Morrison's Store, Chalk Farm NW1
- 250 Kentish Town, NW5
- 281 Kentish Town Road, NW5
- Brecknock Road & Fortress Road, NW5
- Pizza Express, Kentish Town Road
- Sainsbury's Local, Camden High Street, NW1
- Nisa 53-55 Chilton Street, NW1
- 165 Drummond Street, NW1
- Hadley Street & castle Road, NW1
- Quix 6 Murray Street, NW1
- Express Convenience Store, Agar Grove NW1
- Camden Road Station

SOURCE: *Independent Audit 29.9.08 – 31.12.08

PUBLICATION DAY

WEDNESDAY

	Rates per sccm	Booking & Copy Deadline
Run of Paper (editorial pages)	£10.00	Tue 17:00
Property Section	£12.50	Fri 16:00
Motors Section	£8.00	Mon 16:00
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Special positions & full colour will incur extra charge

The **Camden Gazette** has seen some radical changes to the way in which it reaches its audience this year.

Initially this newspaper was delivered free door to door, however after long and detailed research it was decided to take the product to the reader and hence it is now available as a free pick up product in the Camden area.

The sheer fact that people "self select" their newspaper from heavily branded newspaper dispensers, indicates that they have a need for selecting it and are more likely to read and use it.

A model used by many national titles, and clearly one that in Camden, people are well used to using.

Hence it avoids the need to potentially deliver newspapers to homes where the newspaper may not be used thus increasing chances of exposure for your advertising.

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