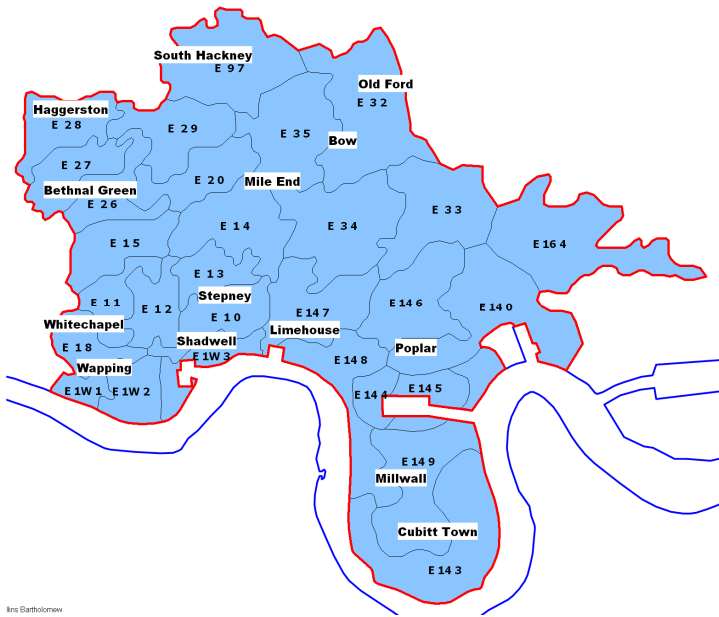


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Imo Bartholomew

The **East London Advertiser** has long been associated with the East End of London, having been published for more than 140 years.

However in recent times this title has had to adapt to reflect the community that it represents. As such, it continues to report passionately about issues that concern those working and living in the East End of London, which is why it still retains a loyal following of readers, and why the visitors to the website are growing by the day.

This title has seen it's weekly unique visitors increase by 50% year on year. Hence the East London Advertiser audience is growing. These figures are only likely to increase with the Olympics being staged on their doorstep in 2012.

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Average Weekly Audience

Average Weekly Sale 6,783*

Adult 15+ Readership 24,391**

Unique Weekly Web Visitors 4,239***

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



PUBLICATION DAY

THURSDAY

	Rates per sccm	Booking & Copy Deadline
Run of Paper (editorial pages)	£8.00	Tue 16:30
Property Section	£8.00	Tue 13:30
Motors Section	£8.00	Tue 17:00
Recruitment Section	From £36.72	Mon 17:00
Classified	£11.67	Tue 17:00
Entertainments Section	£8.00	Tue 17:00
Public Notices	£17.33	Tue 17:00

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