



Milford & West Wales Mercury

milfordmercury.co.uk



NEWSQUEST
Wales & Gloucestershire

Introduction

Since its launch in 1992, The Milford and West Wales Mercury has grown in popularity with its readers throughout Pembrokeshire for its fresh approach to reporting local news and sport. The Mercury quickly gained the tag of "Wales' fastest growing independent weekly paid for newspaper" and soon became the market leader within its core circulation area, covering Milford Haven, Johnston, Neyland, Haverfordwest, Pembroke, Pembroke Dock and St David's.

The main strengths of the Mercury are its hard hitting locally based editorial standpoint, combined with an extensive sports section covering all levels of local sporting activity in the West Wales area.

Where are our readers?



Call us now on 01437 763133 and put the **Milford Mercury** on your media schedule

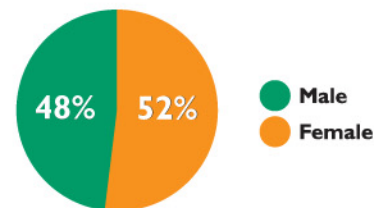
- **Weekly Paid-for title**
- **Publication day - Thursday**
- **Weekly circulation of 5,090**
(ABC Jan-Jun 2008)
- **Readership of 13,477**
(Jicreg October 2008)
- **Reader per copy 2.6**
(Jicreg October 2008)
- **Web Statistics**

Monthly Page Impressions	55,008
Monthly Unique Users	4,717

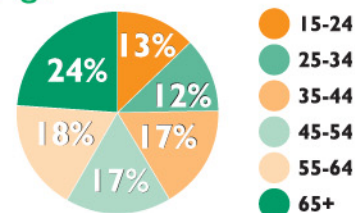
(Publisher's statement October 2008)

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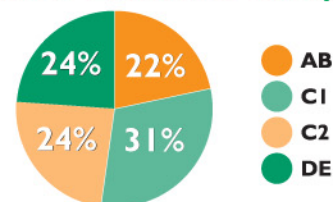
Gender



Age



Socio Economic Group



Source: JICREG October 2008