



**Warrington**  
**Guardian**

**Warrington**  
**Midweek**

Serving the Warrington community in-print and online.



## Introduction...

Warrington Guardian and Warrington Midweek are part of the Newsquest North West family of local newspapers, websites, special publications and direct marketing opportunities.

Across Cheshire and Merseyside, our newspapers have a combined readership of more than 711,000\* people each week we reach a total, net, in-print and online audience of 749,700\*.

Backed by Newsquest Media Group, one of the largest regional newspaper groups in the UK, we have the infrastructure to support the marketing needs of any sized business, from the smallest independent trader through to multi-national organisations looking to interact with their customers at a local level.

Local media connects with the community in a unique way. It is a trusted medium, and the first resource for local people when they are making buying decisions or looking for information on local businesses.





## Area information

### Demographics

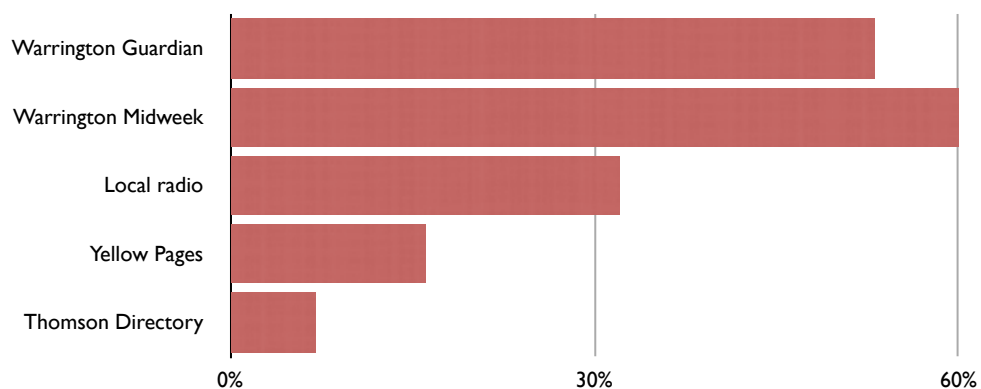
Within the districts of Warrington...

- 45% of households have a mortgage.
- 44% of households have an income above £27,000.
- 32% of households have children at home.

### Media consumption

In an average week...

- 53%\* of people read the Warrington Guardian.
- 60%\* of people read the Warrington Midweek.
- 32% of people listen to local commercial radio at least once.
- 16% of people look at the Yellow Pages.
- 7% of people look at the Thomson Directory.



### Key facts

Circulation:	29,242*
Readership:	85,884**
Format:	Tabloid
Publication day:	Thursday
Booking deadline:	Tuesday 3pm

**Get set for Super League XV**  
 5 pages of coverage ahead of Wolves clash with Harlequins— see sport

**George's mum trial delayed**



**LEGAL** Warrington have delayed the start of the trial of Lesley Sampson, the mother of Britain's Got Talent star George.  
 The 40-year-old appeared at Chester Crown Court yesterday, Wednesday, charged with dumping 15 bags of rubbish near to her former home in Lyster Close, Birchwood.



George Sampson

**ALL FIRED UP**

**Fury over cuts which could see station close at night**



Consulter Lesley Marshall is part of a group opposing the proposed cuts to Birchwood Fire Station and left, protesters attending Tuesday's meeting

**ANGRY** residents have started to campaign against plans to charge Birchwood Fire Station from opening 24 hours to running part-time at night.  
 Cheshire Fire announced the proposal last week which would mean Birchwood firefighters working 12-hour day shifts and 20 new retained firefighters introduced who will be called from home when needed at night.

Warrington Fire officers were worried about the effect the change will have on it as well as at least five sites on to respond to fires.  
 One Birchwood resident said: "We've all been today because we're proud of our fire station and don't want to see something that works changed."  
 Fire officers told residents the changes were being made to Birchwood in one of the greatest 24-hour fire stations in the county, risk levels are low and that most incidents occur during the day.  
 Paul Hancock, chief fire officer, said: "These drops in incidents and accidents over the past few years are because we are all living safer lives. We can't predict it and when a major incident will take place but we do need to exercise our professional judgement."  
 Citizens were also raised over how this would affect the service to nearby motorways.  
 A resident said: "The whole area of Birchwood was gridlocked last week when all the cars came off the motorway to avoid the congestion caused by an overturned petrol lorry. A path time firefighters isn't going to get to the station within five minutes with these sort of delays."  
 A group on the social networking site Facebook has had more than 1,350 people opposing the cuts since its four days. "Keep Birchwood Fire Station wholesome" has been spreading word of the campaign with group members posting it their "I want it 24/7" T-shirts.  
 A poll on the Warrington Guardian website also found

8-page reader holiday special including cruises, short breaks and theatre trips — starts on Page 47

**INSTANT MONEY**  
**BEST GOLD PRICES PAID**  
 We are buying GOLD - COINS - EVEN SILVER - WATCHES - DIAMOND JEWELLERY in ANY condition  
**A BAKERS & SONS**  
 Warrington Town Centre WA1 1ED • Tel: 01925 633706 Also at 6-8 Watton Rd, Stockton Heath WA4 6NL Tel: 01925 601455

Guardian **Sport** Happy days at Knowsley Road  
 warringtonguardian.co.uk/sport

**King: We're ready**

By CHRISTOPHER TERRES TAYLOR

**WOLVES' League winger Matt King believes that his team are 'the only ones prepared to face Super League XV' on the opening day of the Super League XV.**

King, who has scored 10 goals in 10 appearances for Wolves, said: "We're the only ones prepared to face Super League XV on the opening day of the Super League XV. We're the only ones prepared to face Super League XV on the opening day of the Super League XV."

**Smith does not believe in hoodoos**

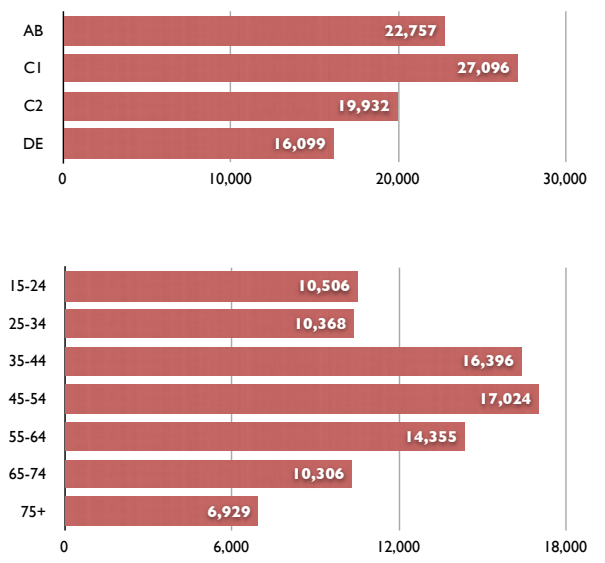
WOLVES coach Steve Smith has revealed that he does not believe in hoodoos or superstitions.

Smith said: "I don't believe in hoodoos or superstitions. I don't believe in hoodoos or superstitions. I don't believe in hoodoos or superstitions."

**The IT Shop**  
 This Week's Offers  
 Laptop from £199  
 Desktop from £179  
 Business Desktop from £249  
 Business Desktop from £249

**GARDEN POTS**  
 FROM £1.99  
 FREE DELIVERY  
 01925 633706

Reader demographics\*\*...



Sources: \*ABC Jan - June '10 \*\*JICREG April '10.

## Key facts

Distribution:	49,476*
Readership:	72,410**
Format:	Tabloid
Publication day:	Tuesday
Booking deadline:	Friday 3pm

# PORT WARRINGTON GETS UNANIMOUS GO AHEAD

## Work set to start within seven years at Moore site

By Miranda Newey

A MULTI-MILLION pound plan to bring a port to Warrington has been approved. The £30 million scheme submitted by the Manchester Ship Canal Company will see the port, which will be at Aston Cross, Birtwistle Lane, Moore, used as a link between Liverpool and a similar project in Saltford.

At the council's development control committee on Wednesday, a spokesman for Moore Parish Council, said the increase in traffic and HGV movements on Birtwistle Road would cause problems and said the approval had not specified the volume of goods that would be transported on the road.

Cllr Bob Barlow said a port operating 24/7 would be detrimental to the community and Moore Nature

Reserve. He questioned the applicant's intention to use existing railway networks to reduce the amount of HGVs on the road. "It would be if the railway link is just a bit of wishy thinking," he said.

A spokesman for the applicant said jobs would be created through the multi-modal facility and the plans would reduce carbon emissions from transport.

Cllr Linda Ingh (Lab - Penketh and Cuddington) said extra vehicle movements would 'no doubt' impact on residents in the area. Cllr Bob Tynan (LD - Dewsey) said he was keen to see more jobs provided for Warrington people.

Councillors voted unanimously to approve the plans. Work must start within seven years.



SEE why the town's youngsters love their mums in a Mother's Day special. At Gidde Infant School, Appleton, pupil Jacob Akiba, aged five, with a picture of his mum Louise. Picture: Steve Grogan/D&J (2/10/10)

### IN THE GUARDIAN THIS WEEK

#### News

No further charges for murderer

**MURDERER** Billy Jones escapes punishment from Macclesfield Prison in December despite asking his mum, Catherine Jones, to smuggle drugs to him.

#### Competition

Meet the magnificent seven and see show

ONE lucky reader will get to meet and greet the cast of *Three Classic Fairy Tales* at the Liverpool Echo Arena along with a family ticket for the show.

#### Sport

Wolves close in on top spot with big win

WOLVES narrowly missed out on top spot on Saturday's afternoon fixture following their 4-2 victory over Cardiff Crusaders.

**SELL YOUR HOME DIRECT**

- SELL YOUR PROPERTY DIRECT TO US
- No HPF required or Valuation Fees
- No chain to collapse
- No stress or delays
- No public viewings
- Just a simple guaranteed cash offer

OUR GUARANTEE We guarantee to... **Cornerstone Homes UK**

**WE WANT YOUR GOLD**

**INSTANT CASH PAID**

**BEST PRICES PAID**

NEVER BEATEN ON PRICE GUARANTEED  
RING MAURICE FOR A FREE QUOTE

**WARRINGTON GOLD & DIAMOND CENTRE**  
 4 HATTERS ROW, HORSEMARKET STREET  
 Established over 20 Years - The Jewellers You Can Trust  
 Ring: Maurice 01925 445325  
 MOB: 07967 175599

**Special India**

Restaurant Bar Lounge Takeaway

**SPECIAL OFFER!**  
 5 COURSE MEAL ONLY  
**£9.95!**  
 7 DAYS A WEEK  
 Including Mother's Day Sunday 14th March

Contemporary Mix of Indian & English Food

Widnes Road, Cuddington, Warrington WA3 2XB  
 Tel: 0151 424 9942 or 07787612138  
 Open Monday - Saturday 5pm - 11.30pm  
 Sunday 12noon - 11.30pm

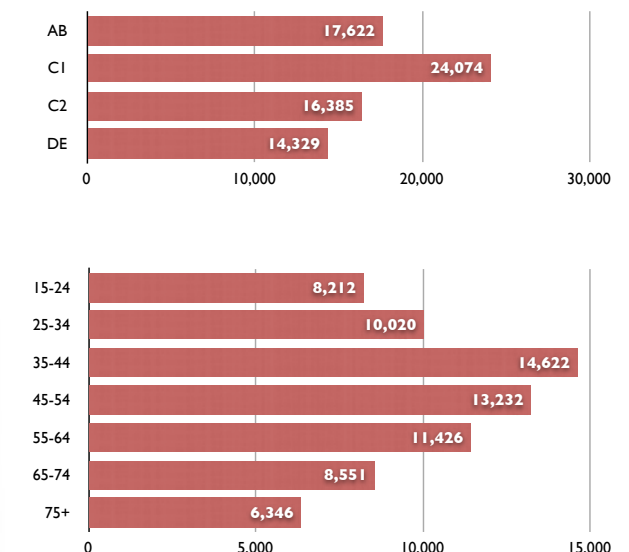
# BRIDGE TOO FAR FOR GIANTS



WARRINGTON WOLVES...  
 By Mike Parsons

WARRINGTON Wolves have been handed all sorts of excuses for their defeat at Sale on Saturday May 15. The Wolves' challenge to their title ended in a narrow defeat at the quarter-final of the Premiership on Saturday May 15. The Wolves' defeat was a crushing one as they were beaten 24-10. The Wolves' defeat was a crushing one as they were beaten 24-10. The Wolves' defeat was a crushing one as they were beaten 24-10.

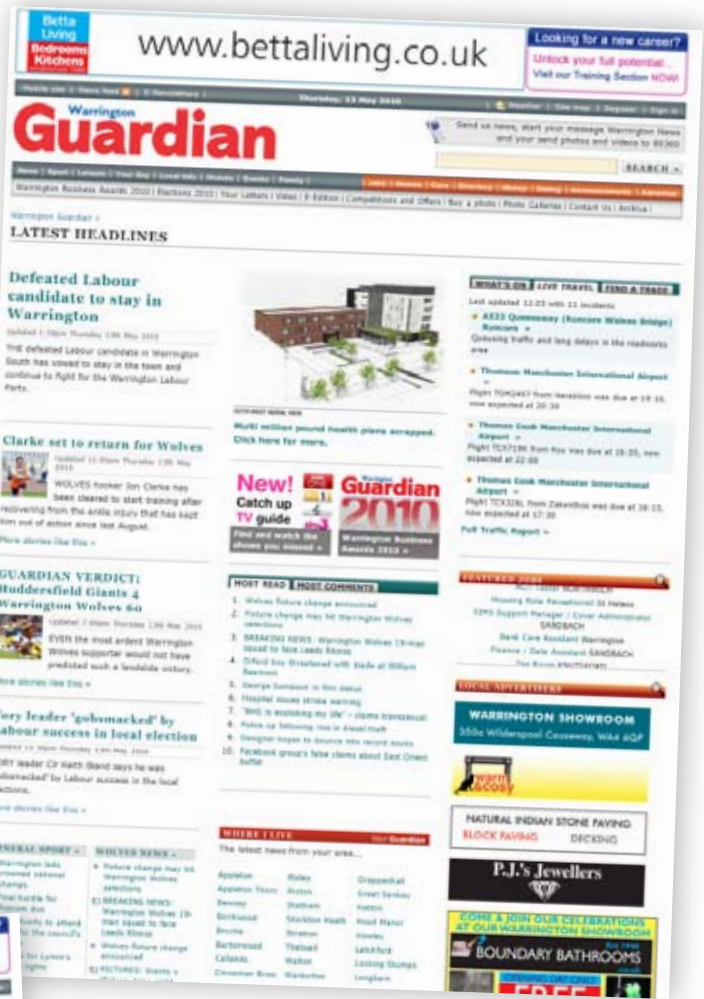
## Reader demographics\*\*...



Sources: \*ABC Jan - June '10 \*\*JICREG April '10.

# Key facts

URL:	warringtonguardian.co.uk
Weekly audience:	41,531*
Total net audience:	99,245*



## Newsquest online user survey, 2008

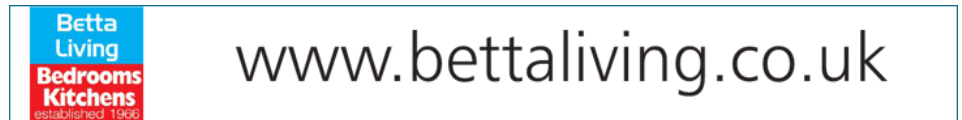
- 43% of our online audience is under the age of 39.
- 34% have a child under the age of 15 at home.
- 31% have a family income above £30,000.
- 67% visit our website several times a week.

## Online for all

Newsquest online sites provide the latest local news, along with specialised sections for homes, motors, entertainment and recruitment.

Across every section we provide various advertisement styles to suit business needs, whether it's making a large impact, or simply maintaining a regular weekly presence.

### Leaderboard



The most prominent online position, appearing above the masthead. Leaderboards measure 728 x 90 pixels and are designed in 'Flash' to include smooth animation and up to five lines of text.

### Mini-banner



A smaller version of the Leaderboard, appearing as a group of four mini-banners on the right of each page. The ideal way of maintaining a regular online presence for small advertisers.

### Skyscraper

An eye-catching 'tower' design, appearing on the right-hand side of all our pages.

The vertical design gives the advertisements a very dynamic feel, which is amplified by the use of 'Flash' to provide smooth animation between images and texts.



Please call us for a **FREE** consultation to discuss your home improvement needs

Call now on: **0800 515 202**

[k2windowsystems.co.uk](http://k2windowsystems.co.uk)

### MPU



A large, square advertisement, appearing with the body of a news story or in a prominent position to the right. Designed in 'Flash' to include smooth animation and up to five lines of text.

**To advertise contact 01925 426985**



## News and Sport

The Warrington community knows it can rely on the Warrington Guardian to bring them the news they care about most, both in-print and online.

Our reputation as the first source of local news means people devour the paper when it drops through their letterbox and visit [warringtonguardian.co.uk](http://warringtonguardian.co.uk) several times a week to keep on top of what is happening in their town.

For advertisers, News & Sport is the prime location for reaching as many local people as possible. 83%\* of people read the news section of their local newspaper every week so for any business looking to build their brand, promote special offers, or make a big splash it's the perfect place to advertise.

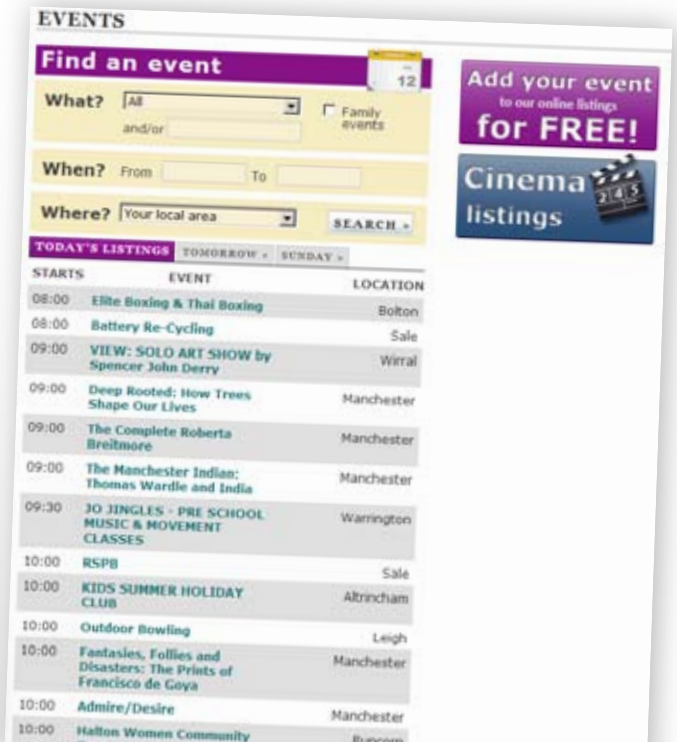
## Reader demographics\*\*...

Each week our readers spend...

- £115,949 on men's clothing.
- £225,796 on women's clothing
- £64,077 on children's clothing.
- £134,257 on footwear.
- £335,643 on furniture.
- £91,539 on hair & beauty treatments.

**To advertise contact 01925 426985**





## Entertainment section

The weekend starts when the Warrington Guardian arrives through the letterbox. Whether it's family days out, a fun Friday night, or a quiet meal together, readers turn to our newspaper to help them find out what's happening, where it's happening and why they need to be there.

In-print we provide advertisers with category headings to help readers find their details and online [warringtonguardian.co.uk/events](http://warringtonguardian.co.uk/events) provides a fully searchable database of local events.

## Reader demographics\*\*...

Our readers spend...

- £335,643 a week at restaurants and cafés.
- £125,103 a week on take-away meals.
- £51,872 a week on cinema, theatre and concert tickets.
- £1,586,676 a year on UK holidays.

and...

- 11,692 people go to the bingo.
- 25,980 people go to keep-fit / aerobics.
- 22,434 people enjoy ten-pin bowling.
- 6,985 go fishing.
- 15,145 play golf.

**To advertise contact 01925 426900**

## Homes

With the average distance travelled when moving home being only 9 miles\*, it's important for property advertisers to focus their efforts on the local market.

warringtonguardian.co.uk/homes gives local agents all the tools they need to generate maximum response from their online property listings. Our enhanced package allows local agents to upload multiple photographs and unlimited descriptions for each property, as well as providing fully trackable email, weblinks and telephone numbers.

On average agents who make full use of our enhanced package receive 56# enquiries a month through our property sites and we provide full monthly reports, making it easy for agents to monitor the success of their listings.

## Reader demographics\*\*...

- £741,466 a week is spent on rent.
- £2,697,349 a year is spent on moving home.
- £7,774,712 a year is spent on household insurance.

**To advertise contact 01925 426967**



## Motors

How far will people travel for their next car? The answer is, a surprising, 14 miles\*. This opens a wide local market for car dealers and one they can reach most effectively through the Warrington Guardian and [warringtonguardian.co.uk/cars](http://warringtonguardian.co.uk/cars)

More car buyers use their local paper to find a dealer than any other media platform\* and with the in-print Warrington Guardian Motors section you can put your dealership name in front of thousands of local car buyers.

Online, [warringtonguardian.co.uk/cars](http://warringtonguardian.co.uk/cars) is powered by the highly regarded Fish4Cars search engine which means dealer listings don't just appear on our own site but across the full 14 mile catchment area and beyond, including websites operated by rival newspapers.

## Reader demographics\*\*...

- £33,564 is spent a week on spares & accessories
- £149,514 is spent a week on repairs & servicing

The most popular car makes searched for on [warringtonguardian.co.uk/cars](http://warringtonguardian.co.uk/cars) are#...

- Ford 6%
- Vauxhall 4%
- Volkswagen 4%
- Renault 3%
- Peugeot 3%



**To advertise contact 01925 426962**



## Jobs

86% of people work within 12 miles of their home\*, proving that, for the vast majority, when it comes to work 'local' is best. For recruiters, the combined reach of the Warrington Guardian and [warringtonguardian.co.uk/jobs](http://warringtonguardian.co.uk/jobs) means their open positions are read by the people most likely to apply – local jobseekers.

[warringtonguardian.co.uk/jobs](http://warringtonguardian.co.uk/jobs) provides advanced search options, which let job seekers focus on the positions that match their criteria, and is powered by the UK's most popular recruitment search engine Fish4Jobs.

Recruiters benefit from our Fish4Jobs partnership as online vacancies appear not only on [warringtonguardian.co.uk/jobs](http://warringtonguardian.co.uk/jobs) but also on other newspaper recruitment sites and [fish4jobs.co.uk](http://fish4jobs.co.uk).

## Reader demographics\*\*...

The most popular jobs searched for on [warringtonguardian.co.uk/jobs](http://warringtonguardian.co.uk/jobs) are#...

- Driver.
- Administrator.
- Receptionist.
- Care Assistant.
- Manager.
- Warehouse operative.

**Classroom Assistant**  
ALTRINCHAM  
M33  
Salary: £15,000

apply for this job now >

**Permanent**  
**Industry sectors:** Education & Teaching

Wellington School  
Wellington Road, Timperley  
Altrincham Cheshire  
WA15 7RH  
E-Mail: [admin@wellington.trafford.sch.uk](mailto:admin@wellington.trafford.sch.uk)  
Tel: 0161-928-4157 [www.wellington.trafford.sch.uk](http://www.wellington.trafford.sch.uk)  
11 - 18 Foundation School / Technology College

**Classroom Assistant (Temporary)**

Required for September 2010, initially until July 2011  
Salary £14,773 - £16,054

Wellington School wishes to recruit a Classroom Assistant to provide practical learning support to pupils across the secondary age range within the classroom situation. The successful candidate will be

**To advertise contact 01925 426800**



## Classified Services

Each week hundreds of local traders trust us with their advertising, as they understand that when readers need a plumber, roofer, joiner, decorator, or handyman they turn to the Warrington Guardian Classified Services section.

Classified Services is organised into relevant categories so readers can clearly find the help they need and listing options are available for all budgets from a simple lineage advertisement through to full-colour boxes with room for logos, accreditation symbols and more.

Online, [warringtonguardian.co.uk/trade\\_directory](http://warringtonguardian.co.uk/trade_directory) allows readers to find tradesmen easily and businesses can enhance their listings with full descriptions of their services, branding, web links, location maps and even video.

## Reader demographics\*\*...

- £9,996,059 a year is spent on home maintenance.
- £5,553,366 a year is spent on floor coverings.
- 103,462 people undertake DIY projects.



**To advertise contact 01925 426985**



Map shows Warrington Guardian coverage area.

Postcode Sector	Area	Distribution	Postcode Sector	Area	Distribution
WA1 2	Howley	769	WA4 3	Appleton	1,343
WA1 3	Padgate	4,425	WA4 4	Appleton Thorn	357
WA1 4	Woolston	2,975	WA4 5	Appleton Park	2,211
WA2 7	Orford	2,455	WA4 6	Moore	2,924
WA2 8	Orford / Winwick	980	WA5 1	Great Sankey	4,906
WA3 4	Culcheth	1,696	WA5 2	Penketh	3,988
WA3 5	Culcheth	894	WA5 3	Great Sankey	3,489
WA3 6	Birchwood	4,165	WA5 7	Westbrook	472
WA4 1	Latchford	3,404	WA5 8	Old Hall	1,490
WA4 2	Grappenhall / Stockton Heath	5,001	WA5 9	Callands	2,296

## Warrington Midweek distribution.

**Warrington Guardian is available from newsagents across the town, or readers can subscribe by calling 0800 781 4754.**



## Commercial features

Each week the Warrington Guardian publishes a variety of commercial features aimed at certain key demographics. Advertisers who take advantage of our commercial feature packages benefit from promoting their businesses to the audience most interested in their services.



## Letterbox marketing

Leaflets and mail-outs are a great way for advertisers to reach an audience within a specific catchment area. Companies can choose to distribute leaflets across the full Warrington Midweek coverage area or select certain areas based on either geographic or demographic criteria.

## Wraps

When a business needs to make a big impact or has a wide range of offers to promote at the same time, a wrap provides maximum exposure. Sitting on the outside of the newspaper, a wrap is the first thing readers see when they pick up their Warrington Midweek.



## Text services

Newsquest offers a wide variety of text services so businesses can stay in touch with potential customers at any time via their mobile phone.

**To advertise contact 01606 813600**