



Knutsford Guardian **Northwich** Guardian
Winsford and Middlewich Guardian

Serving the Mid Cheshire community in-print and online.





Introduction...

Knutsford Guardian, Northwich Guardian and Winsford and Middlewich Guardian 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

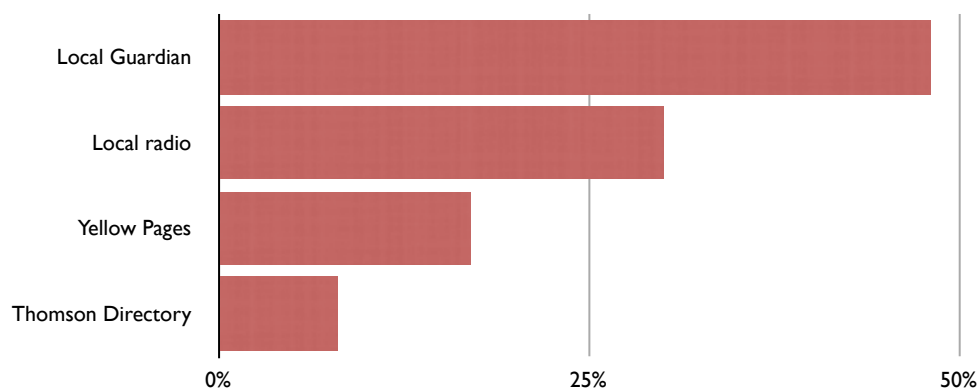
Across Mid Cheshire...

- 44% of households have a mortgage.
- 49% of households have an income above £27,000.
- 30% of households have children at home.

Media consumption

In an average week...

- 48%* of people read their local Guardian.
- 30% of people listen to local commercial radio at least once.
- 17% of people look at the Yellow Pages.
- 8% of people look at the Thomson Directory.



Key facts

Title:	Northwich Guardian
Circulation:	12,358*
Readership:	35,344**
Format:	Tabloid
Publication day:	Wednesday

Title:	Winsford & Middlewich Guardian
Circulation:	5,399*
Readership:	15,977**
Format:	Tabloid
Publication day:	Wednesday

Northwich
Guardian
 northwichguardian.co.uk THE NUMBER ONE NEWSPAPER IN NORTHWICH SINCE 1843 50p Wednesday, March 24, 2010
 12-page guide to education and schools in your area
Starts on Page 31

LIFELINE TO SAVE CHARITY

Workspace is given the chance to stand on own two feet

By Gina Bobington

A LIFELINE charity that was facing the axe at the end of this month has been saved – but the battle is really only just beginning. Workspace, in James Street, has been given an unexpected three month trial after a campaign launched in last week's Guardian.

Devi's manager Tim Davies, who is determined to do all he can to keep Workspace open, said: "It's a relief to be in, it's just an eye opener."

"We've got an opportunity we've got here. When the funding for three months goes in that time, we're going to make things happen."

When news of the impending closure was announced, the community rallied round to save the workshop, which employs people with mental health problems and gives them dignity and self-respect.

The workers make hats, blankets, dog coats and pet accessories but pride themselves on being able to tackle almost anything people ask for.

Workspace is run by mental health charity Making Space and has received local authority funding since it was set up more than 10 years ago.

In the past two years, this funding has been reduced to the point that the service would just shut, and it was



Tim Davies celebrates a bright future with the jubilant workforce at Northwich Workspace. Photo: Neil Jones (G2000)

'Danger to young girls' is jailed

A TEENAGE mental health offender who abused a five-year-old girl has been jailed for three years.

Thomas, the age of 18 and 17, Daniel Hester – who admitted in police that he would not help his five-year-old girl, who cannot be named for legal reasons, only gave in to his advances to help him recharging, but went to jail after being out for two years.

He was sentenced to three years in prison and two years on extended licence and awarded a licence by Judge Elgin Edwards.

For the full story, turn to Page 3.

A Complete Legal Service

- Personal Injury Claims
- Employment Law
- Probate, Wills & Estates
- Conveyancing
- Landlord & Tenant Disputes
- Business Disputes
- Medical Negligence
- Accident Claims
- Insurance Claims
- Debt Recovery
- Contract Disputes
- Company Law
- Intellectual Property
- Dispute Resolution
- Legal Advice
- Legal Representation
- Legal Drafting
- Legal Research
- Legal Writing
- Legal Analysis
- Legal Opinion
- Legal Advice
- Legal Representation
- Legal Drafting
- Legal Research
- Legal Writing
- Legal Analysis
- Legal Opinion

Are you feeling the strain?

Specialising in:
 • Family Law (Divorce)
 • Children
 • Care Proceedings
 • Child Protection Problems
 • Solicitors • Barristers

LEWIS RODGERS

01606 861850

Address: Members of the Law Society Family Law Panel, 372a Sea Lane, Winsford, Cheshire CW7 2DE
www.lewisrogers.co.uk

GOLD WANTED!!

Best prices paid!

9CT GOLD £6.50 + per gram
 18CT GOLD £13.00 + per gram
 SOVEREIGNS £130
 1/2 SOVEREIGNS

THE GOLD BUYER
 ALL CASH PAID SEE

19 TOWN SQUARE, WINDSOR (A14)
 WINDSOR CENTRE, WINDSOR, M40 2JL
 OPEN 10 AM - 5 PM MON-FRI
 TELEPHONE: 01753 80011

Winsford and Middlewich
Guardian
 northwichguardian.co.uk middlewichguardian.co.uk No. 1 NEWSPAPER SINCE 1843 50p Wednesday, February 7, 2010
Middlewich market is on the move Page 9

GOTCHA

Police praise the public after seven are charged with drugs offences following dawn raids

By Frances Kinton

Seven people have been charged with drug offences following dawn raids on a residential street in Winsford on Thursday.

Seven of the officers were involved in the operation, which involved several late night raids in the area.

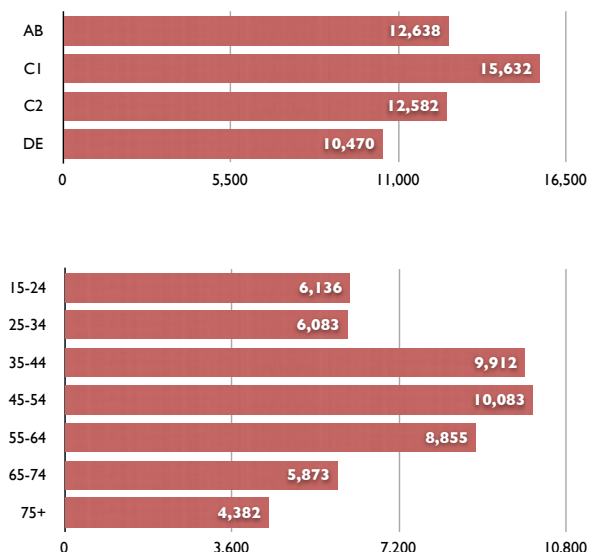
Police officers praised the public for their help in identifying the individuals who were charged with the offences.

The charges include possession of a controlled substance, possession of a controlled substance with intent to supply, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others.

The individuals were charged with possession of a controlled substance, possession of a controlled substance with intent to supply, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others.

The individuals were charged with possession of a controlled substance, possession of a controlled substance with intent to supply, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others, possession of a controlled substance with intent to supply to others.

Reader demographics**...



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

Key facts

Circulation:	5,037*
Readership:	14,933**
Format:	Tabloid
Publication day:	Wednesday

Will super clinic be paid for privately?

Revelation follows council and care trust wrangling

By James Wilson

KNUTSFORD'S medical centre could be built by a private company. Plans for a new super clinic in Shaw Heath were scrapped in October 2009 after it emerged that Cheshire East Council would not sell the land to the Central and Eastern Cheshire Primary Care Trust for the development.

In the past few weeks, the PCT has decided to get plans for medical centres in Middlewich and Northwich on hold due to a well-documented struggle with funding.

But it has now emerged that private companies could be set to take over the site project.

Cllr David Hoffmann, Knutsford town councillor for Over ward, was contacted by Malcolm Paine, from PCT, a company that invests in real estate, and then

"I want to make sure the PCT know about it and we have an honest consultation"

Cllr David Hoffmann

Salim Habib from a company called 3333 Healthcare, based in Preston. The company's website biography is the main page mentions that it creates "workable environments for healthcare professionals - healthcare centres, pharmaceutical and care homes".

Cllr Hoffmann said he wanted to know that he had been contacted by these companies.

"The concern that I have got is that the conversation I had with both of them is that they wanted to be open and

honest and get the views of all the councillors but I'm the only one that they have been in touch with," he said.

"I would rather get it into the public domain now. I want to make sure that the PCT know about it and we have an honest consultation. People want the medical centre but they want it to be open and have a proper debate."

At a meeting three weeks ago regarding the Northwich urgent care site, Mike Pyrah, chief executive of Central and Eastern Cheshire PCT, said the plans for Knutsford had gone back to the beginning.



Good enough to eat!
Fruit and vegetable plants now available

Home grown veg are delicious. So pick up your new season's plants now...and get growing!

cafe Frer's

jacqui roston
permanent cosmetics & medical tattooing

Is Permanently Beautiful!

Do you want to look your best 24 hours a day?

No more pencilling - smudge free!
Perfect perfection - lasts for 2-3Y!
Natural looking - perfectly applied
Semi-permanent - a winner you can trust

For a free consultation contact Christal Taps on 01565 650380 or Jacqui on 07779 706666 or visit www.jacquiroston.com

CHRISTAL TIPS / HIDDEN BEAUTY

NOW OPEN IN OUR NEW PREMISE

CREATIVE NAILS / BIOD SCULPTURE GEL
EXTENSIVE RANGE OF BEAUTY TREATMENT

STOCKISTS OF
ESSIE, OPI, CREATIVE & FAKE BAKE PRODUCTS

NEW WHIRLPOOL PEDICURE SPA CHAIR
NEW FAKE BAKE SPRAY TANNING

NAILS 01565 650380 / BEAUTY 01565 65001
34A KING ST, KNUTSFORD

Guardian Sport

Hockey: Snooker: Man face final day of battle Morley A odds favorites' PPS

24 HOURS WINCRAM MOT

Chapel on course for clash with leaders

Children at Egerton Youth Club's Synchrony class on Saturday. PICS: David Ruth Chapman with a budding gymnast.

15-2009 Chapel has long been known for its musical talent. It was a real surprise when the club was set up in 2009. The club is now open to all ages and is a great place to learn to play. The club is now open to all ages and is a great place to learn to play. The club is now open to all ages and is a great place to learn to play.

Gym club starts up

By Andrew Simpson

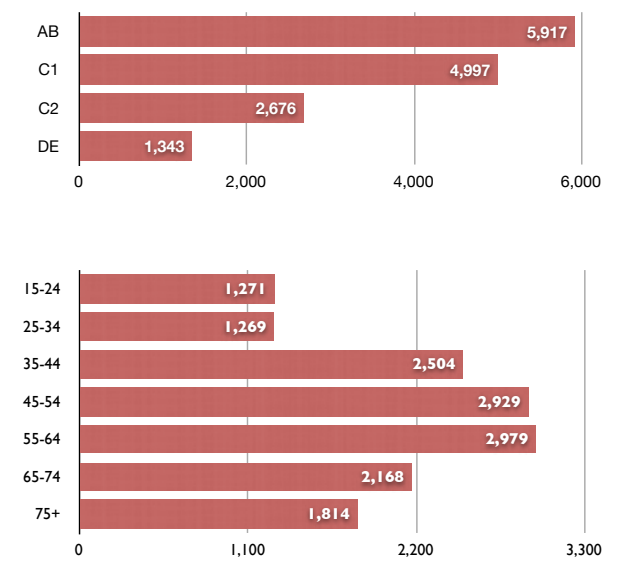
A NEW gym club has opened its doors in Egerton Youth Club and is offering a range of fitness classes for all ages.

The club is now open to all ages and is a great place to learn to play. The club is now open to all ages and is a great place to learn to play. The club is now open to all ages and is a great place to learn to play.

Practice is perfect for Knutsford's players

Knutsford's football team has been practicing at the new gym club. The club is now open to all ages and is a great place to learn to play. The club is now open to all ages and is a great place to learn to play. The club is now open to all ages and is a great place to learn to play.

Reader demographics...**



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

Key facts

URL:	knutsfordguardian.co.uk middlewichguardian.co.uk northwichguardian.co.uk winsfordguardian.co.uk
Weekly audience:	15,866*
Total net audience:	70,843*



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**

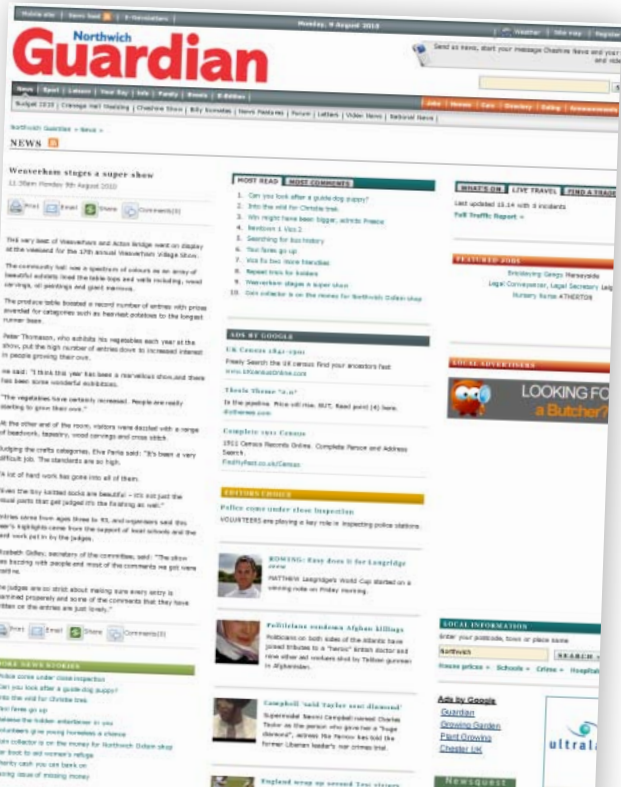
k2windowsystems.co.uk

Leaderboard



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 01606 813600



News and Sport

The local community knows it can rely on their local 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 leighjournal.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.

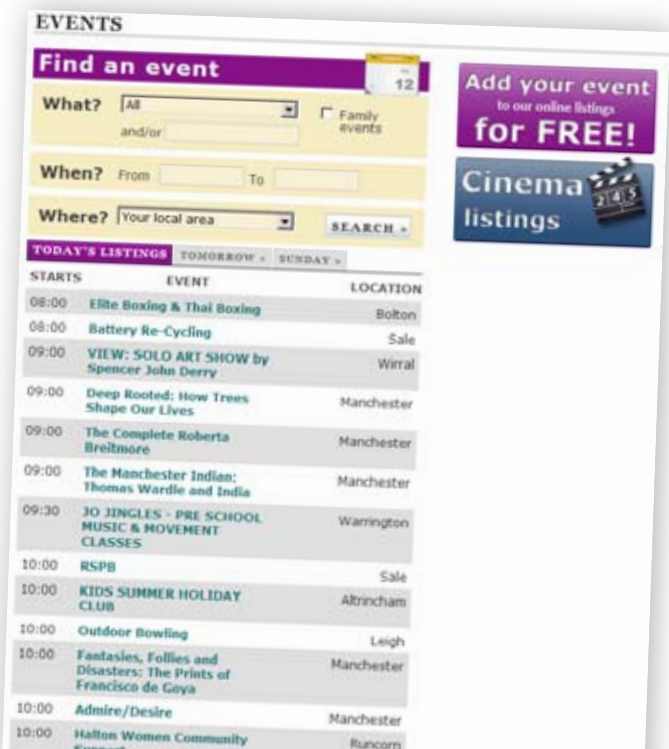
Reader demographics**...

Each week our readers spend...

- £89,384 on men's clothing.
- £174,063 on women's clothing
- £49,396 on children's clothing.
- £103,497 on footwear.
- £258,742 on furniture.
- £70,566 on hair & beauty treatments.

To advertise contact 01606 813600

Sources: * Consumer Choice V, **Family Spending 2009.



Entertainment section

Planning the weekend starts when the local Guardian arrives. 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 northwichguardian.co.uk/events provides a fully searchable database of local events.

Reader demographics**...

Our readers spend...

- £258,742 a week at restaurants and cafés.
- £96,440 a week on take-away meals.
- £39,987 a week on cinema, theatre and concert tickets.
- £1,223,144 a year on UK holidays.

and...

- 8,709 go to the bingo.
- 23,830 go to keep-fit / aerobics.
- 19,706 enjoy ten-pin bowling.
- 6,026 go fishing.
- 15,048 play golf.

To advertise contact 01606 813600



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.

creweandnantwichguardian.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**...

- £571,585 a week is spent on rent.
- £2,079,345 a year is spent on moving home.
- £5,993,406 a year is spent on household insurance.



To advertise contact 0161 908 3362



Northwich Guardian
Motors
 www.northwichguardian.co.uk
 fish4cars

Biggest and best value eight-seater on the market
Hyundai i800

The feeling that this is just a second-hand car with a new engine, which gives you extra driving pleasure, is a common one. It's not just the engine that's new, it's the whole car. The i800 is a new car, built on a new platform, with a new engine, new gearbox, new suspension, new steering, new brakes, new lights, new wheels, new interior, new exterior, new everything. It's a new car, built on a new platform, with a new engine, new gearbox, new suspension, new steering, new brakes, new lights, new wheels, new interior, new exterior, new everything.

PRESTIGE VEHICLE GROUP
 Quality vehicles at great prices
 01606 354 675 www.pvhl.co.uk
 Established since 1997

THE QUEST FOR YOUR NEXT CAR IS OVER

Make	Model	Price	Make	Model	Price
Audi	Audi A8	£12,995	Volvo	Volvo S80	£12,995
Audi	Audi A6	£11,995	Volvo	Volvo S60	£11,995
Audi	Audi A4	£10,995	Volvo	Volvo S40	£10,995
Audi	Audi A3	£9,995	Volvo	Volvo S40	£9,995
Audi	Audi A1	£8,995	Volvo	Volvo S40	£8,995
Audi	Audi A2	£7,995	Volvo	Volvo S40	£7,995
Audi	Audi A3	£6,995	Volvo	Volvo S40	£6,995
Audi	Audi A4	£5,995	Volvo	Volvo S40	£5,995
Audi	Audi A5	£4,995	Volvo	Volvo S40	£4,995
Audi	Audi A6	£3,995	Volvo	Volvo S40	£3,995
Audi	Audi A7	£2,995	Volvo	Volvo S40	£2,995
Audi	Audi A8	£1,995	Volvo	Volvo S40	£1,995
Audi	Audi A9	£995	Volvo	Volvo S40	£995

Northwich Guardian

CARS FOR SALE

View for sale: **Make** **Model** **Price**

SEARCH

VIEW RESULTS

VIEW DETAILS

VIEW CONTACT

VIEW MAP

VIEW FILTERS

VIEW SORT

VIEW PAGE

VIEW RESULTS

VIEW CONTACT

VIEW MAP

VIEW FILTERS

VIEW SORT

VIEW PAGE

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 their local Guardian and northwichguardian.co.uk/cars

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

Online, northwichguardian.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...**

- £25,874 is spent a week on spares & accessories
- £115,258 is spent a week on repairs & servicing

The most popular car makes searched for on northwichguardian.co.uk/cars are#...

- Ford 11%
- Renault 5%
- Vauxhall 5%
- Peugeot 3%
- Volkswagen 3%

Car details

Year 2008 **Make** Ford **Model** Focus **Price** £1,995

VIEW DETAILS

VIEW CONTACT

VIEW MAP

VIEW FILTERS

VIEW SORT

VIEW PAGE

To advertise contact 01606 813600

Sources: *Newspaper Society, **Family Spending 2009, #Omniure '09.





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 their local Guardian and northwichguardian.co.uk/jobs means their open positions are read by the people most likely to apply – local jobseekers.

northwichguardian.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 northwichguardian.co.uk/jobs but also on other newspaper recruitment sites and fish4jobs.co.uk.

Reader demographics**...

The most popular jobs searched for on leighjournal.co.uk/jobs are#...

- Administrator.
- Driver.
- Care assistant.
- Sales assistant.
- Receptionist.

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
Tel: 0161-928-4157 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 01606 813628



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 their local 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, northwichguardian.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**...

- £7,705,807 a year is spent on home maintenance.
- £4,281,004 a year is spent on floor coverings.
- 91,144 people undertake DIY projects.



To advertise contact 01606 813651



Full Mid Cheshire coverage area.

The Knutsford Guardian, Northwich Guardian and Winsford & Middlewich Guardian are available from newsagents and supermarkets across Mid Cheshire, or readers can subscribe by calling 0800 7814754.



Commercial features

Each week we publish 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. Using solus distribution, advertisers can have their leaflets, coupons, and other marketing materials direct to peoples homes.



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