



Newsquest South London

Newsquest South London is a division of Newsquest Media Group, a wholly owned subsidiary of US media giants Gannett Co. Inc.

We publish an exciting and diverse portfolio of weekly titles, the oldest dating back to 1854 and the newest launched in 2005. Titles include the Surrey Comet, Richmond & Twickenham Times, News Shopper and a range of local Guardians.

We also publish a number of magazines, guides and supplements including Kingston Live, Avid and Limited Edition. Underpinning our products are a multiplicity of websites from the award-winning www.newshopper.co.uk to the informative Guardian sites. And not least we offer a design service and leaflet distribution service.

Newsquest South London offers access to a comprehensive range of media solutions to meet the demands of readers and advertisers from Gravesend to Chiswick.

Where are we?

- We cover South London and parts of West London, Surrey and Kent
- Across our distribution and circulation areas there are approximately 2.2 million households with over 3.8 million adults
- We produce nearly 1 million copies of our titles each week to serve this marketplace
- 64% of our readership are ABC1 social status
- The majority of our readers are aged between 35-54, with approx. 53% female and 47% male

Why use regional press?

- Regional press advertising is the most frequently acted upon, with 61% of people responding to advertising in this medium
- This totals more than 40 million adults reading regional newspapers
- Regional press is the only above the line medium to have increased ad spend every year for the last twelve years
- In the past five years regional newspaper readership has grown by 4%

