

Champion

Media Group

Aintree
Bootle
Crosby
Formby
Litherland
Maghull
Ormskirk
Skelmersdale
Southport

An integral part of your
local community

**166,820[†] newspapers
published every week**

† Publisher's statement

Champion Media Group
Clare House · 166 Lord Street · Southport · PR9 0QA
Fax: 0871 528 9264 · Email: sales@champnews.com

 **01704 392 392**
www.champnews.com



Useful contacts

National Sales Director
Phil Lilley 01704 392 392

Display Sales Manager
Steve Gainford 01704 392 329

Classified Sales Manager
Paul Palmer 01704 392 330

Editor
Malcolm Hindle 01704 392 400

Circulation Manager
Phil Drummond 01704 392 345

Production Manager
Mike Rose 01704 392 320

Email: firstname.lastname@champnews.com

 Our latest ABC certificate of circulation
can be viewed on our website:
www.champnews.com/abc

Champion DISPLAY ADVERTISING

Mono run of paper display advertising by title

Multi-Title and Series discounts apply

Title	Copies	Rate
Southport	48,451	£7.42
Formby	11,365	£2.60
Crosby & Litherland	30,731	£5.17
Aintree & Maghull	15,860	£3.19
Bootle	23,280	£3.84
Ormskirk & West Lancashire	18,728	£4.82
Skelmersdale	18,405	£4.77

All rates shown per single column centimetre (SCC); Spot Colour • add £1 scc; Full Colour • add £2 scc

MULTI-TITLE DISCOUNT

Same advertisement booked in multiple editions

No. of editions booked	ROP Discount
2 editions..	5%
3 editions..	10%
4 editions..	15%
5 editions..	17.5%
All editions ..	20%

SERIES DISCOUNT

Series bookings for multiple consecutive weeks

No. of weeks booked	ROP Discount
4 weeks..	5%
13 weeks..	10%
26+ weeks..	15%

Premium Display Positions

Special positions by title

Multi-Title and Series discounts apply

Title	PAGE 3/5/7/9	BACK PAGE	FRONT PAGE	FRONT PAGE	LETTERS PAGE
	min. 15x3 SCC	SCC	5x8 Panel Each	5x3 Corner Each	4x4 Sponsorship Each
Southport	£9.27	£10.43	£592.71	£277.83	£148.26
Formby	£3.25	£3.64	£207.27	£97.16	£51.87
Crosby & Litherland	£6.46	£7.23	£412.78	£193.50	£103.32
Aintree & Maghull	£3.97	£4.46	£254.02	£119.07	£63.63
Bootle	£5.15	£5.77	£450.00	£210.00	£112.00
Ormskirk & West Lancashire	£6.03	£6.75	£385.44	£180.27	£96.39
Skelmersdale	£5.96	£6.67	£381.03	£178.61	£95.34

Champion CLASSIFIED ADVERTISING

Mono classified advertising by group

Multi-Group and Series discounts apply

Group	Copies	Group	Rate
Southport	48,451		
Formby	11,365		
GROUP 1		59,816	£7.81
Crosby & Litherland	30,731		
Aintree & Maghull	15,860		
Bootle	23,280		
GROUP 2		69,591	£9.08
Ormskirk & West Lancs	18,728		
Skelmersdale	18,405		
GROUP 3		37,133	£7.39

All rates shown per single column centimetre (SCC); Spot Colour • add £1 scc; Full Colour • add £2 scc

ALL RATES ARE SUBJECT TO VAT AT PREVAILING RATE.

MULTI-GROUP DISCOUNT

Same advertisement booked in multiple groups

No. of groups booked	Classified Discount
2 groups ..	15%
3 groups ..	20%

SERIES DISCOUNT

Series bookings for multiple consecutive weeks

No. of weeks booked	Classified Discount
4 weeks..	5%
13 weeks..	10%
26+ weeks..	15%

CLASSIFIED LINEAGE

Lineage advertising by group – all rates are nett per word with no additional discounts available

Group	Cost per word
Group 1 ..	£0.79
Group 2 ..	£0.90
Group 3 ..	£0.80

Full coverage appearing in all three groups (166,540 copies) .. £2.48

BOX NUMBER

This facility is available at a weekly charge of £10 each.Replies to Box Nos. are posted to advertisers or held for collection for a 30 days period. See our terms and conditions.

166,820 copies published every week

Champion DISTRIBUTION

Unrivalled newspaper and leaflet distribution throughout the area every week.

Unequaled household penetration.



GROUP 1 59,816

SOUTHPORT	
PR8-1 Southport Town Centre	2164
PR8-2 Ainsdale & Birkdale Coast	4246
PR8-3 Ainsdale Village & Hillside	5550
PR8-4 Birkdale Village	4920
PR8-5 Scarisbrick & Kew	2462
PR8-6 Southport & Kew	5239
PR9-0 Southport & Town Centre	3479
PR9-7 Blowick & Churchtown	5041
PR9-8 Banks & Crossens	4131
PR9-9 Marshside & Churchtown	6917
PR4-6 Tarleton & Hesketh Bank	3597
Office	400
Multi Drops	305
Total Print	48,451

FORMBY	
L37-1 Formby	1100
L37-2 Formby	1965
L37-3 Formby	2003
L37-4 Formby	1332
L37-6 Little Altcar	1301
L37-7 Freshfield	1554
L37-8 Formby	861
L38-0 Hightown	256
L38-1 Ince Blundell	80
L38-3 Hightown	104
L38-6 Ince Blundell	75
L38-9 Hightown	554
Office	160
Multi Drops	20
Total Print	11,365

GROUP 3 37,133

ORMSKIRK	
L39-0 Bickerstaffe	240
L39-1 Ormskirk North	2168
L39-2 Ormskirk East	1664
L39-3 Ormskirk West	1453
L39-4 Ormskirk South	2130
L39-5 Aughton	1857
L39-6 Aughton South & Holt Green	783
L39-7 Haskayne	223
L39-8 Halsall & Shirdley Hill	353
L40-0 Burscough NW	542
L40-1 Rufford & Holmeswood	696
L40-2 Mawdesley North	366
L40-3 Mawdesley South	112
L40-4 Burscough NE	533
L40-5 Burscough SE & Lathom	1101
L40-6 Westhead	411
L40-7 Burscough SW	1626
L40-8 Hurlston Green	60
L40-9 Scarisbrick & Bescar	438
WN8-7 Parbold & Newburgh	1622
Office	160
Multi Drops	190
Total Print	18,728

GROUP 2 69,871

CROSBY & LITHERLAND	
L21-0 Ford	1738
L21-1 Seaforth	1764
L21-2 Litherland	378
L21-3 Seaforth	267
L21-4 Seaforth	777
L21-5 Litherland	741
L21-6 Litherland	446
L21-7 Stanley Park	1540
L21-8 Seaforth	1715
L21-9 Hatton Park	2106
L22-0 Waterloo	506
L22-1 Waterloo	372
L22-2 Waterloo	760
L22-3 Waterloo	533
L22-4 Waterloo	883
L22-5 Waterloo	731
L22-6 Waterloo	551
L22-7 Waterloo	443
L22-8 Waterloo	496
L22-9 Waterloo	684
L23-0 Crosby	2054
L23-1 Thornton	907
L23-2 Thornton	1678
L23-3 Crosby	1108
L23-4 Thornton	441
L23-5 Crosby	963
L23-6 Brighton-le-Sands	1293
L23-7 Crosby	1276
L23-8 Blundell Sands	995
L23-9 Crosby	2385
Office & Multi Drops	200
Total Print	30,731

AINTREE & MAGHULL	
L10-2 Aintree	524
L10-3 Aintree	641
L10-6 Aintree	582
L10-8 Aintree	883
L30-8 Old Roan	577
L31-0 Maghull	988
L31-1 Melling	1146
L31-2 Lydiate	1616
L31-3 Maghull	645
L31-4 Lydiate	886
L31-5 Maghull	1524
L31-6 Kenessee Green	1407
L31-7 Maghull	1252
L31-8 Maghull	1161
L31-9 Maghull	1818
Office & Multi Drops	210
Total Print	15,860

SKELMERSDALE	
WN8-0 Upholland & Roby Mill	2629
WN8-6 Ashurst, Birch Green, Tanhouse	7145
WN8-8 Old Skelmersdale	4677
WN8-9 Digmaoor & Crawford	3554
Office	200
Multi Drops	200
Total Print	18,405

BOOTLE & NETHERTON	
L20-0 Bootle	1309
L20-2 Bootle	1325
L20-3 Bootle	1186
L20-4 Bootle	3703
L20-5 Bootle	1395
L20-6 Bootle	2091
L20-7 Bootle	788
L20-9 Bootle	2759
L30-0 Netherton	902
L30-1 Netherton	1694
L30-2 Netherton	1488
L30-3 Netherton	1006
L30-5 Netherton	1437
L30-6 Netherton	145
L30-7 Netherton	1169
L30-9 Netherton	533
Office & Multi Drops	350
Total Print	23,280

**166,820 copies
published
every week**

READERSHIP SURVEY



Southport, Formby and Aintree & Maghull Champion titles

Average Issue Readership (A.I.R.)

- Total 143,000 Adults (15+) in the Champion Area
- A.I.R. 85%
- Readership 122,000 A.I.R.
men 55,000 (45%) / women 67,000 (55%)
- Readership per copy 1.64

Demographic Variation in A.I.R.

- ABC1 83,000 (69%) (area average 62%)
- C2DE 38,000 (31%) (area average 38%)

Social Class Profile

- AB 15% • C1 54% • C2 13% • DE 18%

Age Profile

- 15-34 26,000 (21%) (area average 25%)
- 35-55 41,000 (33%) (area average 34%)
- 55+ 55,000 (45%) (area average 41%)

Sex Profile

- Male 55,000 (45%) (area average 49%)
- Female 67,000 (55%) (area average 51%)

Weekly Readership

- 85% read 4 weeks out of 4 (every week)

Time Spent Reading

- 19 minutes

Ormskirk and Skelmersdale Champion titles

Average Issue Readership (A.I.R.)

- Total 75,000 Adults (15+) in the Champion Area
- A.I.R. 83%
- Readership 62,000 A.I.R.
men 29,000 (46%) / women 33,000 (54%)
- Readers per copy 1.7

Demographic Variation in A.I.R.

- ABC1 33,000 (56%) (area average 60%)
- C2DE 29,000 (44%) (area average 40%)

Social Class Profile

- AB 18% • C1 38% • C2 16% • DE 28%

Age Profile

- 15-34 16,000 (25%) (area average 35%)
- 35-55 23,000 (36%) (area average 35%)
- 55+ 23,000 (37%) (area average 30%)

Sex Profile

- Male 29,000 (46%) (area average 49%)
- Female 34,000 (54%) (area average 51%)

Weekly Readership

- 83% read 4 weeks out of 4 (every week)

Time Spent Reading

- 19 minutes

Demographics (Newspaper Society)

JIGREG Database 01/01/2010

Households	109,586
Population Adults 15+	215,078
– men	102,023
– women	113,055
Age	Total Readers
15-24	31,754 29,831
25-34	23,271 22,253
35-44	33,688 32,156
45-54	37,647 35,902
55-64	35,142 33,458
65-74	28,397 26,933
75+	25,179 22,627
Social Class	Total Readers
ABC1	140,247 132,670
C2DE	74,831 70,493
AB	65,995 61,887
C1	74,252 70,781
C2	40,234 38,301
DE	34,597 32,192

Source: Interviewing Services, August 2009.

WHAT OUR CLIENTS SAY ...

Primark

We are pleased to have seen such a positive reaction from the people of Southport to the opening of the new Primark store, as advertised in the Champion. Everyone involved with the store is delighted at the number of shoppers who have been attracted to the store.

— *Breege O'Donoghue,*
Director

Jessops

Our recent opening in Southport has proved a huge success exceeding all expectations. You will recall we published a wrap with the Southport Champion with over 2,500 coupons already returned to the store, with more coming in daily. The response has been magnificent and compare more than favourably with Jessops Store openings across the country. The Champion has proved to be a highly read newspaper with a wide coverage and we look forward to working with you in the future for our local press requirements.

— *Andrew Morton,*
Store Manager

Sainsbury's

During the recent Southport Shopping Festival, Sainsbury's ran a "Be Good To Yourself" Trolley Dash competition (exclusively in the Champion), the response was excellent. We received 352 applications.

— *Lesley Eccleston,*
Store Manager

Specsavers Opticians

I am delighted to be able to tell you that the week following the advert was our busiest since we opened the practice...

— *Stuart Roberts,*
Director

Allied Carpets

Just a short note to thank you for your help in the recent relaunch of our Southport store. You will be pleased to note that we have had a fantastic response to the coupon advertisement in last week's Champion. As you know we placed the same full page in the Southport Visitor on the same week and 90% of coupons presented have come from the Champion.

— *Adam Hankinson,*
Store Manager

Broadbents & Boothroyds

I would like to thank you for the prominent coverage your newspaper gave us for the Lancaster Lipstick give away. The first 20 lipsticks had gone before lunch time, on the day your newspaper came out, Just goes to show that people really are reading the Champion.

— *Neil E Russmann,*
Store Director

Tesco

We recently refitted our Southport store and extended our range of products and through our advertising agency, placed a four page wrap in the Southport Champion. Through coupon redemption we have closely monitored response. We received 6,216 'money off' coupons back to the store.

— *Simon McNeil,*
Customer Service Manager

Media Week said ...

'Danny Donovan, regional media manager at Initiative Media, which handles the Tesco account, a big regional advertiser, claimed Champion Newspapers would be good news for agencies.

'The launch of Champion Newspapers will help advertisers in Southport because it blocks the effective Trinity monopoly'

CONDITIONS OF ACCEPTANCE



Orders for insertion of advertisements are accepted subject to the following conditions. The "publisher" is Champion Media Group or any of its associated titles or trading styles.

(1) The placing of an order constitutes an assurance that the advertisement is legal, decent, honest and truthful complying with the British Codes of Advertising and Sales Promotion, with any relevant codes of practice and with the requirements of current legislation.

(2) The advertiser/advertising agency agrees to indemnify the publisher in respect of all costs, damages, or other charges falling upon the newspaper as a result of legal actions or threatened legal actions arising from the publication of the advertisement(s).

(3) While every endeavour will be made to meet the wishes of advertisers, the publisher does not guarantee the insertion of any particular advertisement.

(4) It is a condition of acceptance that advertisers accept and conform to the various publication deadlines, technical specifications and limitations. Details are available via our rate cards and in our technical specification leaflet, copies of which are available on request.

(5) In the event of any error, misprint or omission in the printing of an advertisement or part of an advertisement the publisher will either re-insert the advertisement or relevant part of the advertisement as the case may be or make a reasonable refund of or adjustment to the cost. No re-insertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement.

(6) It is the responsibility of the advertiser/advertising agency to notify the publisher within 14 days of insertion, of any query that may affect the payment of an invoice in the agreed timescale.

(7) In no circumstances shall the total liability of the publisher for any error, misprint or omission exceed (a) the amount of a full refund of any price paid to the publisher for the advertisement in connection with which liability arose or (b) the cost of a further or corrective advertisement of a type and standard reasonably comparable to that in connection with which liability arose.

(8) It is the responsibility of the advertiser/advertising agency to check all insertions of any series of advertisements and notify the publisher immediately of any errors. The publisher assumes no responsibility for the repetition of errors unless notified by the advertiser.

(9) The publisher shall not be liable for any loss or damage occasioned by any total or partial failure (however caused) of publication or distribution of any newspaper or edition in which any advertisement is scheduled to appear.

(10) The publisher reserves the right to:

(a) Require four working days' notice of cancellation of any order or unexpired part of an order, or in the case of an advertisement which by reason of its position is chargeable at a premium rate, not less than twenty eight working days' notice before the insertion.

(b) Charge the difference between a discounted series rate and the standard Rate Card, valid at the time a series booking has been cancelled, for all published advertisements.

(c) Cancel the order at any time by giving reasonable notice before the next insertion, but in that event the advertiser/advertising agency shall not be liable for payment of the difference (if any) between the rates for the series specified in the order and the usual price for the series of insertions which has appeared when the order is stopped.

(d) Make any alteration it considers necessary or desirable in an advertisement and to require artwork or copy to be amended to meet its approval.

(11) An advertising agency may cancel any unexpired part of an order without penalty in the event of the death or failure of its client.

(12) The copyright for all purposes in all artwork, copy and other material which the publisher or its employees have originated, contributed to or reworked shall vest in the publisher.

(13) The publisher is authorised to reproduce, publish and distribute (or to permit the same) all advertisements (including but not limited to text, artwork and photographs) and to include and make them available in any information service, electronic or otherwise.

(14) The placing of an order by an advertiser, or an advertising agency on behalf of a client, constitutes an assurance that all necessary authority and permission has been secured in respect of the use in the advertisement(s) of pictorial representations of (or purporting to be of) living persons, and of references to the words attributed to living persons.

(15) The advertiser's artwork, film, disk and all other property is held by the publisher at the advertiser's risk and should be insured by him against loss or damage from whatever cause. The publisher reserves the right to destroy without notice all artwork, film, disk and other property which has been in his custody for three months from the date of its last appearance in an advertisement.

(16) When credit is allowed, payment for an advertisement is subject to the credit terms provided when opening a credit account. The existence of a query on any individual item in an account shall not affect the due date of payment of the balance of the account.

(17) When opening a credit account, the publisher may require a credit search at a credit referencing agency, which will record such a search has been made. However, the publisher will only use the information from these searches to make credit-granting decisions and, if necessary, for fraud prevention or tracing debtors.

(18) Every endeavour will be made to forward replies to box numbers to the advertiser as soon as possible after receipt by the publisher, but the publisher accepts no liability in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward such replies (howsoever caused). The advertiser authorises the publisher to return to its originator any communication which, in the opinion of the publisher, should not be delivered to the advertiser.

(19) The publisher reserves the right to disclose the name and address of advertisers and/or agencies to the police, trading standards officials, or any other relevant authority and, where the publisher in its sole discretion deems it reasonable, to other third parties.

(20) Advertisement orders are issued by an advertising agency as a principal and must be on the agency's official form. When copy instructions not constituting an official order are issued, they shall be clearly marked "Copy instructions - not an order".

(21) The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an agency's order form or elsewhere by an agency or an advertiser shall be void insofar as they are in conflict with them.

Newspaper Mechanical Data

Deadlines

Cancellations and alterations..... Friday 1pm
Digital artwork (Disk, Email or FTP) .. Monday 5pm
Publication day..... Wednesday

File Specifications

Mono, spot and full colour 100 dot screen
Dot gain 34%

Page Data

Type area..... 340 x 265mm
Double page spread type area 340 x 549mm
No. of columns..... Eight

Column widths

1 column..... 30mm
2 columns 64mm
3 columns 97mm
4 columns 131mm
5 columns 164mm
6 columns 198mm
7 columns 231mm
8 columns 265mm

Digital File Formats

We accept the following Mac-compatible formats:
• EPS with embedded or outlined fonts
• TIF/JPG must be 200 dpi minimum
• Adobe Acrobat PDF files .. *optimised settings for PDF files can be downloaded from our website*

- Adobe Illustrator CS4
- Adobe InDesign CS4
- Adobe Photoshop CS4

Fonts

We are fully licenced for all Bitstream fonts. If you use *any other* fonts in your document please:

- Outline / convert to paths *or*
- Embed them in an EPS file *or*
- Include both screen and printer PostScript fonts with your document – they will *not* be retained on our system to comply with legal requirements.

Digital specifications

We accept digital files on CD-R & DVD.
FTP facility is available. Please call our Creative Services team on 01704 392320 for details.

Production team

Telephone..... 01704 392320
Fax..... 01704 531327
Email..... production@champnews.com

Further assistance when creating advertisements please visit:

www.champnews.com/designers

CHAMPION LEAFLET DISTRIBUTION

Distribution costs per 1,000 leaflets into your chosen area; please talk to our Distribution Team for help and advice with your marketing campaign. We would be pleased to quote for any other sizes, products etc.

Leaflet/brochure format		2k-5k	up to 10k	up to 30k	up to 50k	50k+
A5	single	£24.00	£21.75	£19.50	£17.25	£15.25
	4 pages	£24.00	£21.75	£19.50	£17.25	£15.25
	8 pages	£24.75	£22.50	£20.25	£18.00	£16.00
	12 pages	£25.50	£23.25	£21.00	£18.75	£16.75
	16 pages	£26.25	£24.00	£21.75	£19.50	£17.50
	20 pages	£27.00	£24.75	£22.50	£20.25	£18.25
	24 pages	£28.50	£26.25	£24.00	£22.25	£19.75
A4	single	£24.00	£21.75	£19.50	£17.25	£15.25
	4 pages	£25.50	£23.25	£21.00	£18.75	£16.75
	8 pages	£27.00	£24.75	£22.50	£20.25	£18.25
	12 pages	£28.50	£26.25	£24.00	£21.75	£19.75
	16 pages	£30.00	£27.75	£25.50	£23.25	£21.25
	20 pages	£31.50	£29.25	£27.00	£24.75	£22.75
	24 pages	£33.00	£30.75	£28.50	£26.25	£24.25
Tabloid	4-page	£28.50	£26.50	£24.50	£21.75	£19.75
	8 pages	£31.50	£29.50	£27.50	£24.75	£22.75
	12 pages	£33.00	£31.00	£29.00	£26.25	£24.25

VAT additional at rate ruling at time of supply. All rates subject to change without notice.

CHAMPION LEAFLET DESIGN & PRINT

Prices shown include design, typesetting and soft proofing via email; print is 4-colour process CMYK throughout on 130gsm gloss art and includes packing into boxes and delivery to one local address. We would be pleased to quote for any other printing requirements.

Leaflet/brochure format		1k	3k	5k	10k	20k	30k	50k	70k	80k	100k
A5	148 x 210mm										
	one side	£277	£297	£318	£340	£401	£483	£619	£726	£786	£924
	two sides	£327	£345	£362	£381	£421	£512	£687	£882	£957	£1129
	4-page folded	£456	£491	£525	£635	£899	£993	£1409	£2007	£2231	£2677
A4	210 x 297mm										
	one side	£291	£334	£357	£420	£565	£721	£1017	£1218	£1356	£1631
	two sides	£347	£391	£403	£460	£622	£817	£1170	£1504	£1675	£2014
	4-page folded	£503	£544	£600	£795	£1192	£1439	£2134	£2956	£3304	£4000
DL	(1/3-A4) 99 x 210mm										
	one side	£277	£297	£318	£340	£401	£483	£619	£726	£786	£924
	two sides	£327	£345	£362	£381	£421	£512	£687	£882	£957	£1129
	6-page folded	£359	£401	£423	£480	£675	£895	£1293	£1875	£2093	£2529

VAT additional at rate ruling at time of supply. All rates subject to change without notice.

We can project manage your next marketing campaign: design, print and distribution