




**2021 MEDIAPACK**

 /THEMERCURYNEWSPAPER

 @MERCURYSHEFF

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# An Introduction to The Mercury

**The Mercury is South Yorkshire's most popular weekly newspaper for events, advertising, classifieds, entertainment and live music news and reviews. Established 25 years, it regularly reaches an audience of over 40,000 in its printed form, with a further 5,000 views online weekly.**

Available for free from major distribution centres such as Crystal Peaks, Frenchgate in Doncaster, the New Moor Market, Doncaster Market, Rotherham Market, Hillsborough Precinct and branches of Asda, Morrisons and Co-op supermarkets, we also enjoy a unique distribution channel through over 400 clubs, pubs, cafes and retail outlets across the region.

With our seven-day TV listings and comprehensive entertainment guide, we know that customers keep their copy for reference for the full week.

The Mercury offers high exposure advertising at extremely cost-effective rates.

Research statistics show:

- We have an average verified pick-up rate of over 98%
- 78% of our advertisers have used the Mercury continuously for six months or more
- 18% of our advertisers have advertised in the Mercury for over five years
- Six of our advertisers have been with us from the very first issue!

## Weekly & Regular Features include:

- 7 Day TV Guide
- Entertainment Listings for Local Venues
- Sheffield 50+ Organisation Feature
- Weekly Horoscopes
- Mercury Motors
- Time Out with Crossword, Jokes, Pub Quiz and Competitions
- Local Sport including Sheffield Wednesday, Sheffield United, Rotherham & Doncaster Rovers
- Fishing & Horse Racing columns
- Classifieds and the region's largest Holiday section

**We also run regular features including Weddings, Women's World and local area focuses.**

## testimonials

"We chose The Mercury to advertise the Fake Festival Tour due to its good circulation and high readership. We were wanting to reach out to the community and deliver our key messages to our target audience, and we felt that The Mercury Newspaper achieved this for us. We would definitely use The Mercury Newspaper again to advertise events, as it helped to increase ticket sales, and gave our client a cost-effective way to reach a wider audience."

Tori Oldridge,  
Bounce PR

"We have dealt with the team at The Mercury on several occasions over the past year and each time they have been friendly, helpful and professional, a pleasure to deal with."

Karen Putland  
Williams Electrical

"Very pleased with the feature, editorial and images used. Professional service, turned around quickly and would recommend to other businesses in the area."

John Holdsworth  
Bernard Brewery

## local press factfile

40 Million people read a local newspaper every week, making it the most widely read print medium in the UK.

Over 14.2 million adults read a local newspaper but do not read a national paper.

73.1% of 15-24 year olds read a local newspaper.

Over 70% of people act on the ads in local newspapers.

# Distribution Points



- Covering 5 main regions (Sheffield, Barnsley, Chesterfield, Rotherham & Doncaster)
- Distributed through selected ASDA & Morrisons supermarkets
- Over 400 Independent outlets
- Large distribution points at Crystal Peaks Shopping Centre, Hillsborough Exchange, The Moor Market, Rotherham Market & Frenchgate Centre
- Online readership of over 5,000 per week

As part of our circulation we enjoy a niche distribution channel throughout Working Men's Clubs, Social Clubs and Pubs within the local area. Membership of these clubs within our region according to the Club & Institute Union (CIU) is approximately 154,000.

## testimonials

"Thanks for a great advert in your paper, the whole event was a great success, the crowd at the o2 was well in excess of what we were expecting. The increased fan base and sales on merchandise made the gig more than profitable."

Rod Broad  
Event Promoter

## local press factfile

Advertising on local newspaper websites is 77% more likely to be believed and acted upon than advertising on other websites.

18.5 million more UK adults read a regional newspaper (39.5 Million) than to listen to commercial radio (21 million).

As a source of information about the local area, local newspapers are three times more popular than BBC News.

# advertising rates

4 page 'Wrap' (Front Cover, Back Cover Inside Front & Back) .....	£1950
Double Page Spread .....	£875
Full Page .....	£400
Half Page.....	£240
Quarter Page.....	£135
Eighth Page.....	£85
Classifieds (per column cm 30mm x 10mm).....	£2.00
Entertainment Venues .....	£1.50
General run of paper .....	£2.20
Feature Banner Sponsorship per week.....	£30
Front Page.....	+30%
Page 3 .....	+20%
Back Page .....	+10%

## Discounts

Discounted rates available for advertising within the entertainment section

Discount for four week bookings.....	10%
Discount for 3 month bookings.....	20%
Discount for annual bookings.....	30%
Pre-payment discounts also available .....	call for details

## Leaflets

Leaflet distribution .....	from £25 per thousand
Leaflet printing .....	call for details

## Advertising features

We are able to offer special advertising features for your business, 4 page centre pull-out sections, double page spreads, advertorial features and further options are available.

**Features are ideal for anniversaries, refurbishments, re-locations or to simply promote your business with support from your customers and suppliers! Call 0114 276 3633 to see how we can help.**

**We also offer the regions most cost effective legal notice advertising.**

Including: • Good Vehicle Notices • Licensing Act • All other forms of Public Notices

As part of our service we provide:

**FREE professional artwork**

**FREE editorial**

**NO EXTRA CHARGE for Full Colour**

## testimonials

“A refreshing yet obvious choice, the Mercury newspaper captures a unique and knowledgeable blend of creative graphic design, excellent messaging, high newspaper circulation, low cost advertising and all at local level so that my business can communicate with new customers today. Surprisingly affordable.”

Matt Wilkinson

Wilkinson Marketing

“Not only a great team of people to work with but a successful advertising tool the Mercury Newspaper it has proved to be a real success for us at Whitley Hall Hotel and we will continue to work with them in the future.”

Kirsty Coster

Head of Marketing

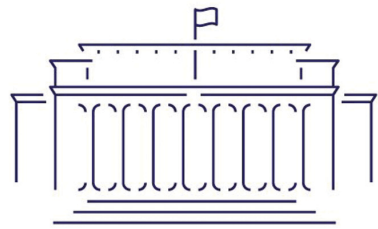
Whitley Hall Hotel

“We advertised our Boiler Breakdown Protection with The Mercury. We have had a good response to these ads and are extremely happy with the service we have received from them. The staff are the most pleasant people you could ever deal with. Not only do they contact you for advertising with them but also keep you up to date on events etc that are coming up that they feel you would be interested in.”

Patricia Raffo

Property Heatcare

**We also provide a very competitive print & design service for our customers ranging from flyers & leaflets to banners & websites. Call for details**



## current & recent advertisers

Sheffield City Hall



**TJ HUGHES**  
The Discount Department Store



The University Of Sheffield.



HILLSBOROUGH EXCHANGE



**teletext**  
holidays.co.uk



- Crystal Peaks
- Hillsborough Exchange
- Punch Taverns
- Co-op Bank
- Sheffield Council
- The Moor Market
- TJ Hughes
- Mercure Hotels
- Greene King
- Holiday Inn
- Cophorne Hotel
- Teletext Holidays
- Mosborough Hall
- G Casino
- S.I.V.
- Bauer Media
- Gala Bingo
- Sheffield Wednesday
- Marstons
- Skills Holidays
- Mercury Taxis
- Mecca Bingo
- Carlsberg
- Bradfield Brewery
- Punch Taverns
- Hilton Hotels
- Molson Coors
- Budweiser
- Crystal Peaks
- Sheffield United
- Doncaster Rovers
- Owlerton Stadium
- The Source
- Sheffield City Hall
- Motorpoint Arena
- Wilfreda Beehive
- Shearings
- Hays Travel
- Travelstyle
- Norrie, Waite & Slater
- Slimming World
- Magic Am
- Mercury Taxis
- Earl of Doncaster
- Cooper Tours
- Woskow Brown
- Raleys Solicitor
- University of Sheffield

# online & social media

As well as the newspaper The Mercury also has a strong online presence with our website offering an online version of the paper, competitions and events. Several advertising opportunities are available on the website.

We also have social media outlets including Facebook, Twitter and a weekly email mailout all geared towards helping our customers.





**IF YOU REQUIRE ANY FURTHER INFORMATION PLEASE  
FEEL FREE TO CONTACT US ON 0114 276 3633**

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