

DorsetECHO

Established for over ninety-five years the Dorset Echo continues to be the most popular media in the area for readers and advertisers alike. People read the paper in a circulation area which stretches beyond Sherborne in the North, Bridport in the West, and Wareham in the East. This trusted publication includes sections to suit a wide variety of a readership: local and national news, sport, business, motoring, property, entertainment and Taste are among it's popular regular features. The dorsetecho.co.uk continues to increase in popularity with current average monthly users recorded in excess of 344,000, averaging over 1 million visits per month throughout 2017.

2018 MEDIA PACK

Published	Daily (Monday - Saturday)		
Pagination	40 pages (average)		
Circulation	10,055 copies (ABC Jan-June 2017)		
Readership	25,294 readers (*JICREG April 2017)		
	Combined daily audience print & online 53,772 (Omniture JICREG May 2017)		
Cover Price	60p Mon-Fri. Saturday Edition 65p.		
Coverage	Newsagents, supermarkets and home deliveries		
Rates	Run of paper (Monday - Wednesday)	£3.07 per s.c.c.	Includes colour
	(Thursday - Saturday)	£3.40 per s.c.c.	Includes colour
	Front page 5x9 colour	£448.00	Includes colour
Recruitment		£25.00 s.c.c.	Including 1 insertion in Dispatch & SW1 jobs online listing
	TV 10x9 (Monday - Friday)	£2.32 per s.c.c.	Includes colour
	Classified display	£7.26 s.c.c	Mono
	Classified lineage	£2.06 per line	Mono
	Public notices	£11.33 per s.c.c.	Includes colour

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Deadlines 4pm, 2 days prior to publication * Please check before booking

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5 col.....		143mm
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2 col.....	56mm	7 col..... 201mm
3 col.....	85mm	8 col..... 230mm
4 col.....	114mm	9 col..... 259mm



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