

Crewe & Nantwich **Guardian**

Serving the South Cheshire community in-print and online.



Introduction...

Crewe & Nantwich Guardian is 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

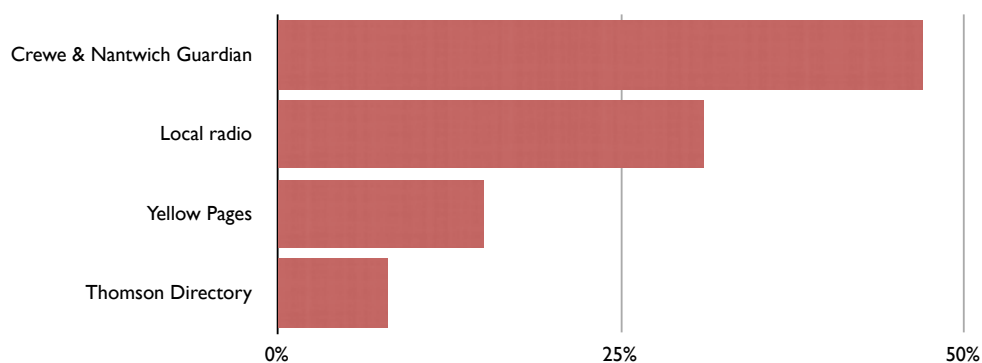
Within the districts of Crewe and Nantwich...

- 45% of households have a mortgage.
- 43% of households have an income above £27,000.
- 30% of households have children at home.

Media consumption

In an average week...

- 47%* of people read the Crewe & Nantwich Guardian.
- 31% of people listen to local commercial radio at least once.
- 15% of people look at the Yellow Pages.
- 8% of people look at the Thomson Directory.



Key facts

Distribution:	34,233*
Readership:	50,156**
Format:	Tabloid
Publication day:	Thursday
Booking deadline:	Tuesday 4pm

Crewe & Nantwich Guardian

Available in Sandbach and surrounding areas creweandnantwichguardian.co.uk ABC 14,176 (99.78% free) Jul-Dec 09 25p

40-YEAR ROAD FIGHT IS WON

Communities will no longer have to suffer the HGVs on the A525

By Mark Hilditch

A LONG-running campaign to put the brakes on heavy goods traffic through a Nantwich village has ended in victory.

The A525 through Audley is to be reclassified, meaning that satellite navigation systems will no longer direct traffic through the village.

The road links the towns of Nantwich and Audley and is currently listed as a primary route. Currently all manner of traffic, including heavy goods vehicles, is guided on to the road by navigation systems.

Following a lengthy campaign by residents, local councillors, officers and local MPs, the Department of Transport has decided to reclassify the road.

As a result, in future, the road will not be shown as a preferred route to road officers and satellite navigation systems.

Shadowy MP Stephen O'Brien said: "It is fantastic news that after many years of hard work and relentless campaigning we have delivered the best possible result for the people of Audley - and all those communities living along the A525 from Nantwich to Burslem."

"It has been a hard fought battle which has taken an incredible 40 years, including my 11-year contribution to

the fight since first being elected in 1998. "I know when I entered Parliament they said the wheels of Government can move slowly sometimes, but having to wait 40 years for some peace and quiet is enough to drive anyone to distraction."

"I have no doubt in my mind that the partnership formed by myself, Audley Parish Council and local campaigners has played a key role in this success and demonstrates once again the real difference we can make to people's lives when we all work together for the benefit of our communities."

"That he is no doubt it is up to that community to monitor the situation to make sure we get compensation if there are problems, then local Audley and A525 residents should now contact me on 01273 501 1000 to get the authorities to ensure what they have agreed."

Parish council vice chairman Hilary Bell said: "I'm absolutely delighted with the news and it means the start of looking forward to fewer of those HGVs coming through Audley."

"It won't necessarily happen straight away because things will have to be altered but once this happens and people agree their solution, we'll be there to be able to go to the council and to the council as we don't need to restrict what the farmers do."



John Prescott MP with Labour candidate David Williams in Crewe centre on Saturday

Prescott Express arrives

FUTURE deputy Prime Minister John Prescott visited Crewe town centre at the weekend as the election campaign begins in earnest.

Mr Prescott opened the Crewe and Nantwich Labour campaign office on Saturday, but also walked around Crewe town centre chatting with residents.

He was welcomed to the town by Labour's Parliamentary candidate for Crewe and Nantwich David Williams.

Arriving in a new market, 'The Prescott Express', the high profile MP enjoyed a lunch of chips at The Old Nantwich Inn and a half pint of beer at Hops bar in the town centre.

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Thursday, March 18, 2010

INSIDE News



THE Railway Children charity is asking businesses to join forces and slash the country's three highest peaks to help young people living on the streets.

— Full story, page 3

Letters

Pothole mystery
I'd love to know where all the potholes are that have been so quickly and efficiently repaired as I certainly haven't seen any of them on my daily travels around the town.

— Letters, page 4

Sport

Phillips makes a promotion pledge
— Turn to sport

Classified

Make money... sell your stuff for free

SPECIAL OFFER
Orders over £10
Includes a FREE
limited edition t-shirt

Alaksh

FREE HOME DELIVERY
Audley and Nantwich only

ORDER FOOD ONLINE
www.alaksh.co.uk

OPEN 7 DAYS 5 TIL LATE

01273 501 1000

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BRIGHT FUTURE

By Kate Hilditch

STEVE PHILLIPS has set his sights on helping Crewe win promotion and success.

With creative brains of audacity, the 40-year-old manager, who has won two league titles, is set to lead the team to the top of the league.

Phillips, who has been at the helm since 2007, has led the team to the top of the league, winning two league titles.

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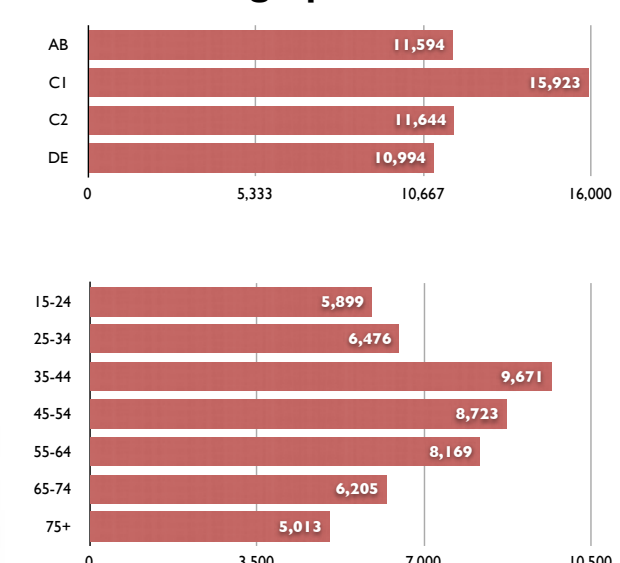
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Reader demographics**...



Key facts

URL:	creweandnantwichguardian.co.uk
Weekly audience:	4,777*
Total net audience:	51,949*



Newsquest online user survey, 2008

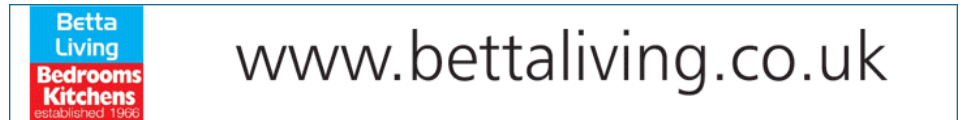
- 43% of our online audience is under the age of 39.
- 34% have a child under the age of 15 at home.
- 31% have a family income above £30,000.
- 67% visit our website several times a week.

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

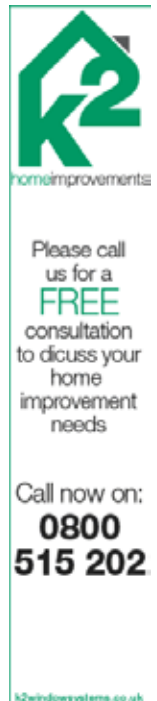


A smaller version of the Leaderboard, appearing as a group of four mini-banners on the right of each page. The ideal way of maintaining a regular online presence for small advertisers.

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.

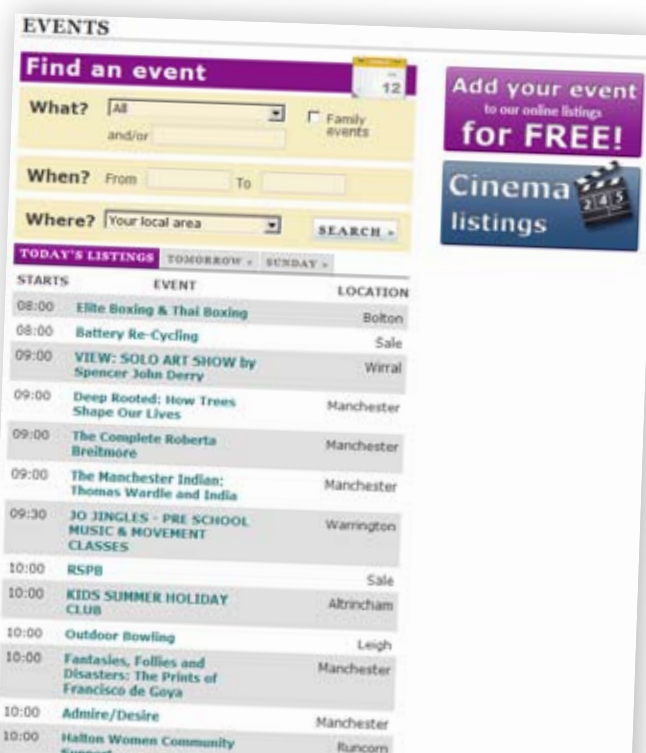


MPU



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



Entertainment section

The weekend starts when the Crewe & Nantwich Guardian arrives through the letterbox. 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 creweandnantwichguardian.co.uk/events provides a fully searchable database of local events.

Reader demographics**...

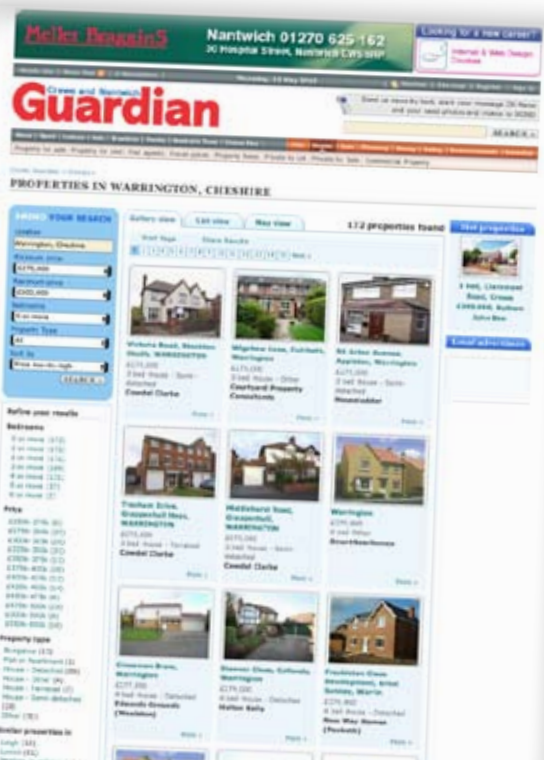
Our readers spend...

- £375,936 a week at restaurants and cafés.
- £140,122 a week on take-away meals.
- £58,099 a week on cinema, theatre and concert tickets.
- £1,777,152 a year on UK holidays.

and...

- 7% go to the bingo.
- 15% go to keep-fit / aerobics.
- 13% enjoy ten-pin bowling.
- 4% go fishing.
- 9% play golf.

To advertise contact 01606 813600



Reader demographics**...

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.

- £830,477 a week is spent on rent.
- £3,021,158 a year is spent on moving home.
- £8,708,045 a year is spent on household insurance.



To advertise contact 016060 813627



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

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

Reader demographics**...

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

- Driver.
- Nurse.
- Manager.
- Care Assistant.
- Engineer.
- Administrator.

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

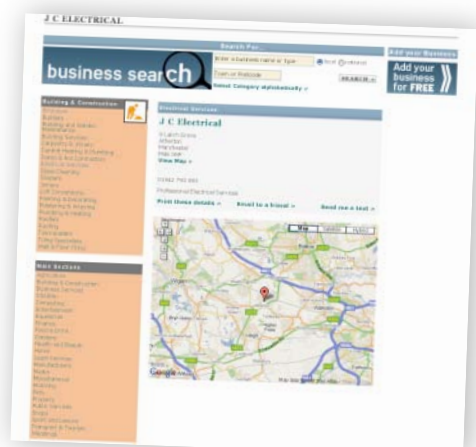
Each week hundreds of local traders trust us with their advertising, as they understand that when readers need a plumber, roofer, joiner, decorator, or handyman they turn to the Crewe & Nantwich Guardian Classified Services section.

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.

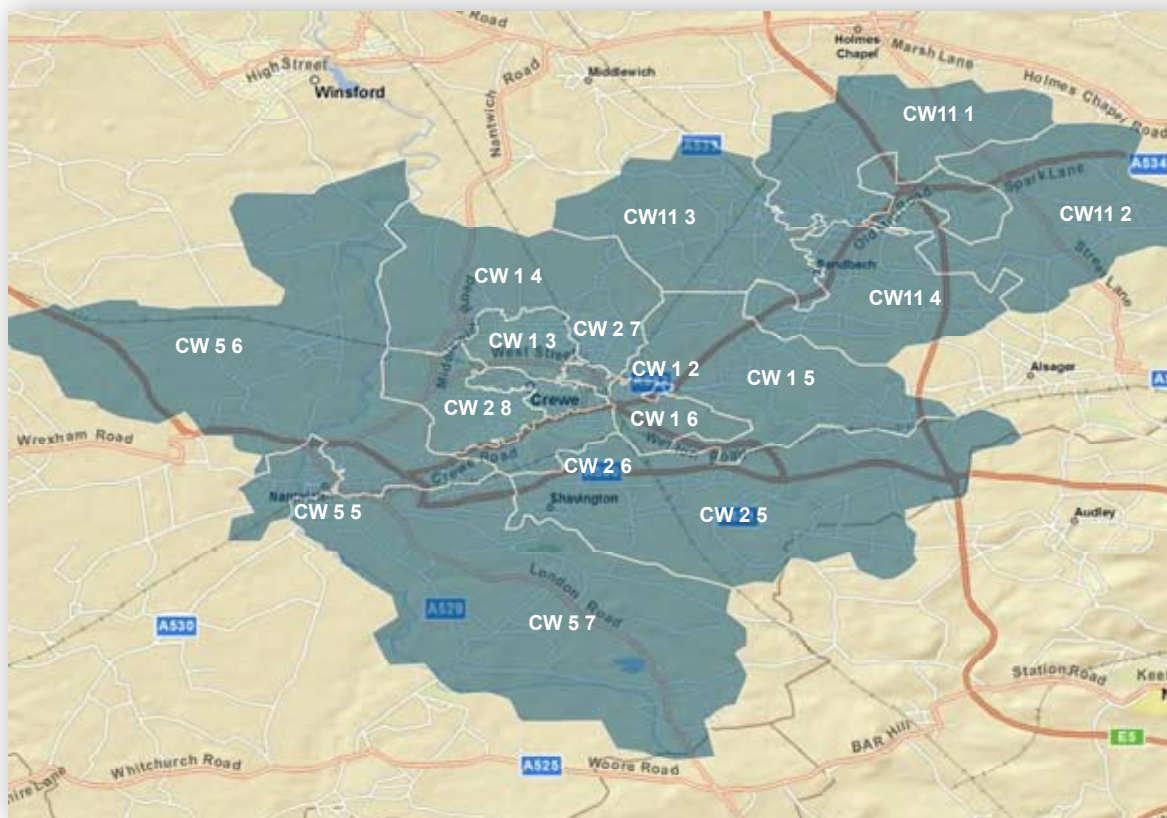
Online, creweandnantwichguardian.co.uk/trade_directory allows readers to find tradesmen easily and businesses can enhance their listings with full descriptions of their services, branding, web links, location maps and even video.

Reader demographics**...

- £11,196,058 a year is spent on home maintenance.
- £6,220,032 a year is spent on floor coverings.
- 66,457 people undertake DIY projects.



To advertise contact 01606 813600



Postcode Sector	Area	Distribution
CW1 2	Crewe	608
CW1 3	Crewe / Leighton	2,592
CW1 4	Crewe Maws Green	3,477
CW1 5	Crewe / Haslington	3,578
CW1 6	Crewe / Sydney	576
CW11 1	Sandbach	2,034
CW11 2	Sandbach	455
CW11 3	Sandbach	2,605
CW11 4	Sandbach	1,926
CW2 5	Shavington / Hough	1,562
CW2 6	Crewe / Wistaston	2,751
CW2 7	Crewe / Queens Park	2,443
CW2 8	Crewe / Wistaston	3,302
CW5 5	Nantwich	2,078
CW5 6	Nantwich / Willaston	2,055
CW5 7	Nantwich	2,403

Current distribution breakdown.



Commercial features

Each week the Crewe & Nantwich Guardian publishes 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. Companies can choose to distribute leaflets across the full Crewe & Nantwich Guardian coverage area or select certain areas based on either geographic or demographic criteria.



Wraps

When a business needs to make a big impact or has a wide range of offers to promote at the same time, a wrap provides maximum exposure. Sitting on the outside of the newspaper, a wrap is the first thing readers see when they pick up their Crewe & Nantwich Guardian.



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