

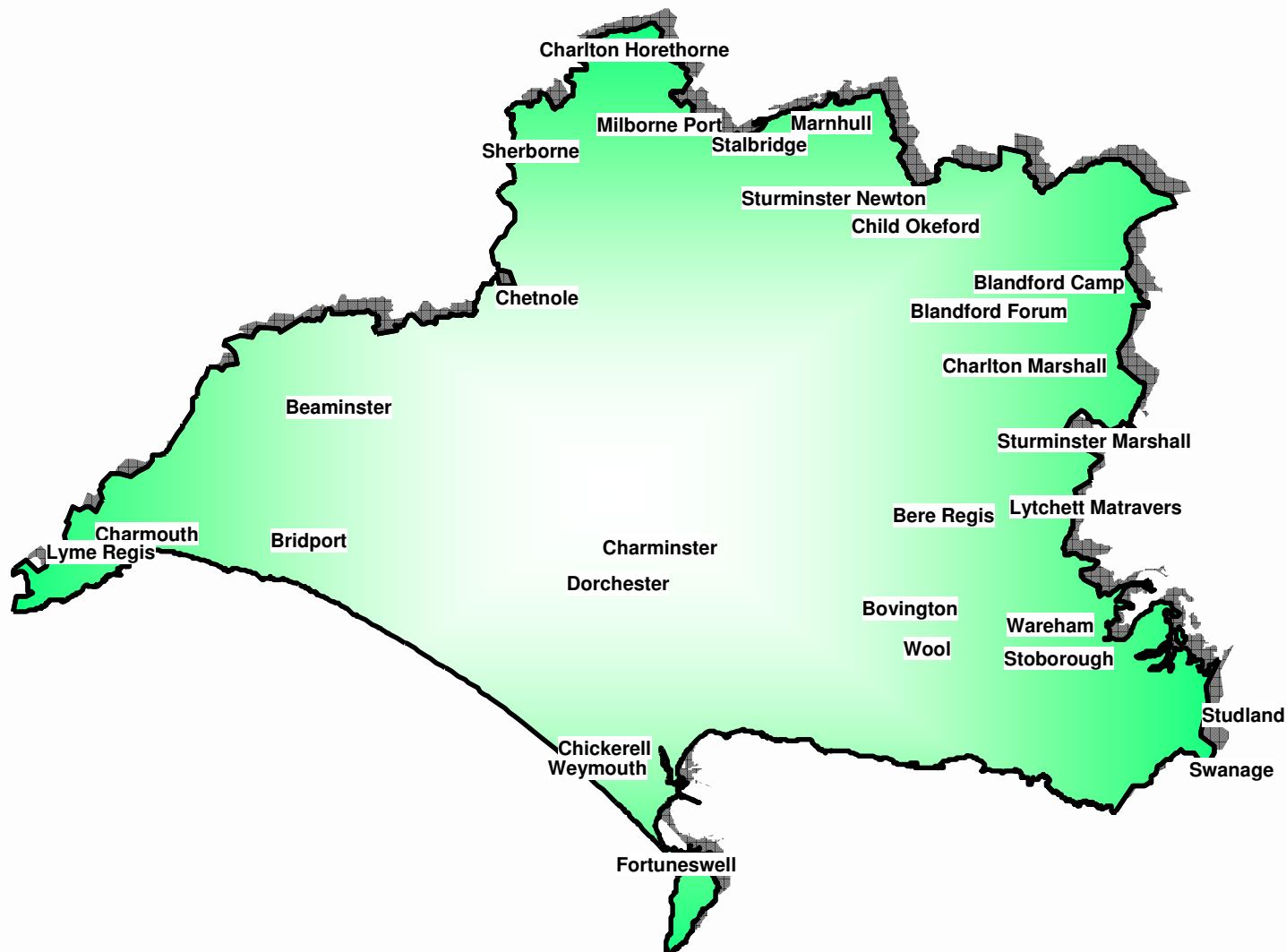
ECHO MAGAZINE

The Dorset Echo Magazine contains a seven day TV listing, terrestrial, cable and satellite channels packaged with lifestyle features including celebrity interviews, travel articles, tasty recipes, book & CD reviews, local walks, together with stylish fashion spreads and gardening features. The local element of the magazine makes it unique and relevant to its loyal readers. No other magazine can match the Echo Magazine's customer pulling power in the South.



The Echo Magazine is circulated free inside the Dorset Echo, therefore the following information on the Dorset Echo is the same for the Echo Magazine.

Average Daily Circulation ABC Jan-Jun '08; 18,702
Average Daily Readership JICREG Oct '08; 46,647



Established

1921

Frequency

Weekly (Sat)

Price

Free

*Based on the Dorset Echo



Postal sector breakdown

Sector	Circulation
BH20 4	51
BH20 5	34
BH20 6	177
BH20 7	33
DT 1 1	1775
DT 1 2	2018
DT 1 3	36
DT 2 0	114
DT 2 7	234
DT 2 8	583
DT 2 9	496
DT 3 4	683
DT 3 5	1895
DT 3 6	1442
DT 4 0	1492
DT 4 7	974
DT 4 8	1546
DT 4 9	2045
DT 5 1	1105
DT 5 2	513
DT 6 3	398
DT 6 4	184
DT 6 5	157
DT 6 6	47
DT 7 3	35
DT 8 3	185
DT 9 3	30
DT 9 4	29
DT 9 5	35
DT 9 6	38
DT10 1	34
DT10 2	32
DT11 0	142
DT11 7	56
DT11 8	32
DT11 9	22
Totals:	18702

Readership by demographic group

Adults	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	ABC1	C2DE
46,647	23,798	22,850	5,891	4,669	7,449	8,213	8,639	11,787	25,100	21,547
	51%	49%	13%	10%	16%	18%	19%	25%	54%	46%

Readerships by location & demographics

Location	Adult AIR	AIR %	Men	Women	age 15-24	age 25-34	age 35-44	age 45-54	age 55-64	age 65-74	age 75+	ABC1	C2DE	Circulation
Beaminster	446	9.15	219	227	36	31	61	72	96	75	75	233	214	185
Blandford Forum	690	2.9	371	319	126	64	118	120	123	77	62	352	339	252
Bridport	1919	9.98	942	976	175	141	274	328	374	305	321	1000	919	786
Dorchester	9375	64.02	4577	4798	1117	921	1506	1634	1588	1163	1446	5201	4175	3829
Dorchester Rural	3617	18.09	1839	1778	351	284	595	690	753	518	426	1989	1628	1427
Lyme Regis	89	1.62	43	46	7	5	9	14	20	16	19	50	40	35
Portland	4547	41.08	2675	1872	861	561	800	801	742	450	332	2100	2448	1618
Sherborne	348	2	171	177	49	24	46	55	65	51	56	185	163	132
Sturminster Newton	165	1.7	83	83	14	15	26	29	34	26	22	85	80	66
Wareham	772	4.78	401	371	94	83	125	132	151	99	87	402	370	295
Weymouth	24678	48.58	12475	12203	3059	2540	3888	4339	4693	3220	2939	13505	11173	10077

Source: JICREG October 2008

*Based on the Dorset Echo

	DE		UK		Index
	Count	%	Count	%	
AGE RANGE					
15-24	28,291	14.75	7,947,080	15.85	93
25-34	21,515	11.22	7,608,309	15.17	74
35-44	34,615	18.04	9,260,471	18.47	98
45-54	28,257	14.73	8,011,076	15.98	92
55-64	30,743	16.03	7,302,232	14.56	110
65+	48,409	25.24	10,016,441	19.97	126
SOCIAL GRADE					
ABC1	95,079	49.57	27,109,908	54.06	92
C2DE	96,751	50.44	23,035,701	45.94	110
GENDER					
Male	92,522	48.23	24,360,139	48.58	99
Female	99,308	51.77	25,785,470	51.42	101
MARITAL STATUS					
Single	34,462	17.96	11,763,199	23.46	77
Married	125,564	65.46	30,765,174	61.35	107
Wid/div/sep	31,804	16.58	7,617,236	15.19	109
CHILDREN IN HOUSEHOLD					
No children	131,239	68.41	33,387,261	66.58	103
1 child	27,577	14.38	8,053,592	16.06	90
2 children	24,390	12.71	6,296,384	12.56	101
3+ children	8,623	4.50	2,408,372	4.80	94
HOUSEHOLD SIZE (Base: households)					
1 person	17,054	16.91	4,358,062	16.75	101
2 people	37,948	37.63	9,057,971	34.81	108
3 people	17,622	17.47	4,996,972	19.21	91
4 people	18,227	18.07	5,059,334	19.44	93
5+ people	10,009	9.92	2,546,508	9.79	101
COMBINED HOUSEHOLD INCOME (Base: households)					
Up To £9,999	18,198	18.04	4,723,184	18.15	99
£10,000 - £16,999	21,436	21.25	4,911,036	18.87	113
£17,000 - £22,999	15,832	15.70	3,881,477	14.92	105
£23,000 - £29,999	13,592	13.48	3,490,815	13.42	100
£30,000 - £39,999	13,728	13.61	3,716,445	14.28	95
£40,000+	18,073	17.92	5,295,890	20.35	88
PERSONAL INCOME					
£6,999 or less	52,234	27.23	11,763,857	23.46	116
£7,000 to £12,999	40,125	20.92	10,406,560	20.75	101
£13,000 to £19,999	36,597	19.08	8,974,250	17.90	107
£20,000 to £26,999	20,310	10.59	6,086,119	12.14	87
£27,000 to £36,999	16,500	8.60	4,648,781	9.27	93
£37,000 to £49,999	6,995	3.65	2,433,160	4.85	75
£50,000 or over	4,200	2.19	1,587,616	3.17	69
None	14,867	7.75	4,245,266	8.47	92

Source: TGI 2007

Base: Adults 15+, unless otherwise stated

	DE		UK		Index
	Count	%	Count	%	
PERFORMANCES ATTENDED IN LAST YEAR					
Theatre	88,415	46.09	21,338,625	42.55	108
Plays	54,458	28.39	14,591,403	29.10	98
Opera	16,993	8.86	4,170,157	8.32	107
Ballet	17,184	8.96	4,355,383	8.69	103
Contemporary dance	14,458	7.54	3,466,141	6.91	109
Classical Concerts	33,666	17.55	8,046,076	16.05	109
Jazz concerts	19,924	10.39	4,982,699	9.94	105
Popular/rock concert	52,197	27.21	14,495,828	28.91	94
Art galleries	54,011	28.16	13,999,728	27.92	101
EXHIBITIONS IN LAST YEAR					
Visited Ideal Home Exhibition	4,160	2.17	1,495,888	2.98	73
Visited International Boat Show	4,790	2.50	727,354	1.45	172
Visited International Motor Show	3,802	1.98	926,960	1.85	107
SOCIAL VISITS					
Cinema	112,440	58.61	30,341,897	60.51	97
Pub	167,415	87.27	42,231,835	84.22	104
Restaurant	144,139	75.14	38,123,832	76.03	99
RESTAURANTS LAST 3 MONTHS (BY EVENING)					
Chinese	32,533	16.96	10,295,691	20.53	83
English	28,501	14.86	6,787,374	13.54	110
Indian	31,684	16.52	10,871,907	21.68	76
Italian	19,019	9.91	7,654,760	15.27	65
Pizza	17,031	8.88	5,656,402	11.28	79
Pub restaurant	65,500	34.14	15,246,257	30.40	112
ACTIVITIES TAKEN PART IN					
Camping	26,641	13.89	6,136,137	12.24	114
Aerobics/keep fit	29,580	15.42	8,208,201	16.37	94
Walking/rambling	68,360	35.64	14,627,274	29.17	122
Ten-pin bowling	27,681	14.43	7,794,636	15.54	93
National lottery	75,586	39.40	20,731,577	41.34	95
Placing a bet	19,925	10.39	7,027,230	14.01	74
SPORTS TAKEN PART IN LAST YEAR					
Football (Association)	17,602	9.18	5,861,916	11.69	79
Cycling	30,166	15.73	7,638,386	15.23	103
Darts	15,437	8.05	3,647,866	7.27	111
Fishing	24,546	12.80	4,621,182	9.22	139
Golf	20,071	10.46	4,823,564	9.62	109
Swimming	53,225	27.75	13,190,920	26.31	105
SPORTS PAID TO WATCH IN LAST YEAR					
Football (Association)	16,720	8.72	5,545,065	11.06	79
Cricket	5,386	2.81	1,587,738	3.17	89
Horse racing	6,633	3.46	2,100,917	4.19	83
Any Motor Racing	3,131	1.63	708,510	1.41	116
Rugby union	7,188	3.75	1,612,543	3.22	117

Source: TGI 2007
Base: Adults 15+

	DE		UK		Index
	Count	%	Count	%	
CURRENT LICENCE					
Have current full licence	141,884	73.96	34,233,657	68.27	108
CAR OWNERSHIP					
1 car in household	72,615	37.85	17,183,953	34.27	110
2 cars in household	59,536	31.04	14,736,883	29.39	106
3 or more cars in household	9,734	5.07	2,312,821	4.61	110
PURCHASE STATUS					
Car purchased new	43,132	22.48	11,003,686	21.94	102
Car purchased second hand	98,752	51.48	23,229,971	46.33	111
CAR WAS OBTAINED					
Up to 12 months ago	45,175	23.55	10,868,026	21.67	109
1 to 2 years ago	42,177	21.99	9,966,077	19.87	111
3 to 4 years ago	32,813	17.11	8,039,499	16.03	107
5 or more years ago	21,719	11.32	5,360,055	10.69	106
COST OF CAR					
Under £2,000	24,009	12.52	5,104,896	10.18	123
£2,000 to £3,999	18,858	9.83	4,608,646	9.19	107
£4,000 to £6,999	36,045	18.79	8,067,116	16.09	117
£7,000 to £11,999	33,851	17.65	9,154,700	18.26	97
£12,000 to £14,999	13,849	7.22	3,079,828	6.14	118
£15,000 or more	15,273	7.96	4,218,471	8.41	95
M/CYCLE, SCOOTER, MOPED OWNERSHIP					
Scooter/moped	2,549	1.33	549,160	1.10	121
51cc-125cc motor cycle	1,786	0.93	398,861	0.80	117
126cc-500cc motor cycle	741	0.39	201,785	0.40	96
501cc or more motor cycle	3,355	1.75	861,072	1.72	102
MAKE OF CAR					
Audi	2,116	1.10	589,132	1.17	94
BMW	3,421	1.78	918,294	1.83	97
Citroen	7,109	3.71	1,671,648	3.33	111
Fiat	2,179	1.14	951,776	1.90	60
Ford	28,055	14.63	6,622,070	13.21	111
Honda	5,156	2.69	1,171,334	2.34	115
Mazda	3,146	1.64	760,798	1.52	108
Mercedes Benz	4,582	2.39	1,398,954	2.79	86
Mini	691	0.36	202,921	0.40	89
Nissan	6,765	3.53	1,735,673	3.46	102
Peugeot	13,140	6.85	2,650,231	5.29	130
Renault	10,998	5.73	2,678,046	5.34	107
Rover	7,572	3.95	1,649,720	3.29	120
Saab	513	0.27	148,893	0.30	90
Seat	1,480	0.77	393,039	0.78	98
Skoda	6,114	3.19	1,080,767	2.16	148
Toyota	6,666	3.48	1,698,600	3.39	103
Vauxhall	19,225	10.02	5,008,329	9.99	100
Volkswagen	9,322	4.86	2,097,157	4.18	116
Volvo	3,635	1.90	806,275	1.61	118

Source: TGI 2007
Base: Adults 15+

Recruitment Area Analysis

	DE		UK		Index
	Count	%	Count	%	
<u>ECONOMIC ACTIVITY</u>					
Economically active	102014	65.41	28166738	66.49	98
Economically active: Employee	77522	49.71	22149642	52.28	95
Economically active: Self employed with employees	6379	4.09	1254024	2.96	138
Economically active: Self employed without employees	11796	7.56	2198472	5.19	146
Economically active: Unemployed	3377	2.17	1458207	3.44	63
Economically active: Full-time students	2940	1.89	1106393	2.61	72
Economically inactive	53936	34.59	14197317	33.51	103
Economically inactive: Retired	28446	18.24	5654426	13.35	137
Economically inactive: Student	4825	3.09	1994208	4.71	66
Economically inactive: Looking after home/family	9573	6.14	2737615	6.46	95
Economically inactive: Permanently sick/disabled	6883	4.41	2447603	5.78	76
Economically inactive: Other	4209	2.70	1363465	3.22	84
<i>All people aged 16 to 74 (Economic Activity)</i>	155950	100.00	42364055	100.00	100
<u>DISTANCE TRAVELLED TO WORK (RESIDENT POPULATION)</u>					
Works mainly at or from home	12554	12.77	2170351	9.19	139
Less than 2km	25847	26.29	4731162	20.02	131
2km to less than 5km	12673	12.89	4725183	20.00	64
5km to less than 10km	13080	13.30	4305132	18.22	73
10km to less than 20km	14107	14.35	3601639	15.24	94
20km to less than 30km	5621	5.72	1269368	5.37	106
30km to less than 40km	2757	2.80	555540	2.35	119
40km to less than 60km	2073	2.11	507809	2.15	98
60km and over	3654	3.72	643905	2.73	136
No fixed place of work	5491	5.58	1040066	4.40	127
Working outside the UK	369	0.38	63379	0.27	140
Working at offshore installation	96	0.10	14382	0.06	160
<i>All people aged 16 to 74 in employment (Dist) (E, Wa, NI)</i>	98322	100.00	23627916	100.00	100
<u>OCCUPATION (SOC 2000)</u>					
Managers and Senior Officials	13816	14.03	3918075	14.74	95
Corporate Managers	8557	8.69	2922726	11.00	79
Managers and Proprietors in Agriculture and Services	5259	5.34	995349	3.75	143
Professional Occupations	10065	10.22	2957567	11.13	92
Science and Technology Professionals	2541	2.58	828400	3.12	83
Health Professionals	780	0.79	233141	0.88	90
Teaching and Research Professionals	4739	4.81	1201428	4.52	106
Business and Public Service Professionals	2005	2.04	694598	2.61	78
Associate Professional and Technical Occupations	14648	14.88	3659206	13.77	108
Science and Technology Associate Professionals	1537	1.56	530484	2.00	78
Health and Social Welfare Associate Professionals	3580	3.64	896337	3.37	108
Protective Service Occupations	3543	3.60	360637	1.36	265
Culture, Media and Sports Occupations	2123	2.16	537981	2.02	107
Business and Public Service Associate Professionals	3865	3.93	1333767	5.02	78
Administrative and Secretarial Occupations	11448	11.63	3536585	13.31	87
Administrative Occupations	8145	8.27	2591383	9.75	85
Secretarial and Related Occupations	3303	3.36	945202	3.56	94
Skilled Trades Occupations	14632	14.86	3134163	11.79	126
Skilled Agricultural Trades	2839	2.88	329766	1.24	232
Skilled Metal and Electrical Trades	4605	4.68	1255023	4.72	99
Skilled Construction and Building Trades	4581	4.65	947185	3.56	131
Textiles, Printing and Other Skilled Trades	2607	2.65	602189	2.27	117
Personal Service Occupations	7787	7.91	1841390	6.93	114
Caring Personal Service Occupations	5757	5.85	1324892	4.99	117
Leisure and Other Personal Service Occupations	2030	2.06	516498	1.94	106
Sales and Customer Service Occupations	6553	6.66	2058474	7.75	86
Sales Occupations	6186	6.28	1716943	6.46	97
Customer Service Occupations	367	0.37	341531	1.29	29
Process, Plant and Machine Operatives	7088	7.20	2299282	8.65	83
Process, Plant and Machine Operatives	4044	4.11	1328825	5.00	82
Transport and Mobile Machine Drivers and Operatives	3044	3.09	970457	3.65	85
Elementary Occupations	12410	12.61	3172714	11.94	106
Elementary Trades, Plant and Storage Related Occupations	4643	4.72	1088321	4.09	115
Elementary Administration and Service Occupations	7767	7.89	2084393	7.84	101
<i>All people aged 16 to 74 in employment (Occupation)</i>	98447	100.00	26577456	100.00	100

Source: Census 2001/Experian

	DE		UK		Index
	Count	%	Count	%	
HOUSING STOCK (HH SPACES)					
Occupied household spaces	93804	93.55	24479439	95.97	97
Unoccupied household spaces	6464	6.45	1027644	4.03	160
Unocc: Second residence/holiday accommodation	3089	3.08	186027	0.73	422
Unocc: Vacant household space	3375	3.37	841617	3.30	102
All Household Spaces (Housing Stock)	100268	100.00	25507083	100.00	100
PEOPLE IN HOUSEHOLDS BY TENURE (POPULATION)					
Owned	154542	72.82	40998416	71.00	103
Own: Owns outright	66704	31.43	14037257	24.31	129
Own: Owns with a mortgage or loan	86862	40.93	26599425	46.07	89
Own: Shared ownership	976	0.46	361734	0.63	73
Social Rented	29403	13.86	10640214	18.43	75
Social: Rented from Council (LA/Scottish Homes)	6361	3.00	7583642	13.13	23
Social: Other social rented	23042	10.86	3056572	5.29	205
Private Rented	22908	10.79	5093469	8.82	122
Private: Private landlord or letting agency	18150	8.55	4415330	7.65	112
Private: Employer of a household member	1979	0.93	172831	0.30	312
Private: Relative or friend of a household member	1323	0.62	326958	0.57	110
Private: Other	1456	0.69	178350	0.31	222
Living rent free	5363	2.53	1010046	1.75	144
All People in Households (Tenure)	212216	100.00	57742145	100.00	100
PEOPLE IN HOUSEHOLDS BY ACCOMMODATION TYPE (POPULATION)					
In an unshared dwelling	211973	99.88	57641376	99.83	100
Unshared: House or Bungalow	190279	89.66	49368984	85.50	105
House: Detached	78193	36.84	14740944	25.53	144
House: Semi-detached	59851	28.20	19380418	33.56	84
House: Terraced (including end-terrace)	52235	24.61	15247622	26.41	93
Unshared: Flat, maisonette or apartment	20360	9.59	8108486	14.04	68
Flat: In a purpose-built block of flats	13084	6.17	6070559	10.51	59
Flat: Part of a converted or shared house	4434	2.09	1530629	2.65	79
Flat: In a commercial building	2842	1.34	507298	0.88	152
Unshared: Caravan or other mobile or temp structure	1334	0.63	163906	0.28	221
In a shared dwelling	254	0.12	100988	0.17	68
All People in Households (Accommodation Type)	212227	100.00	57742364	100.00	100
NUMBER OF PEOPLE LIVING IN HOUSEHOLDS					
1 person	27691	29.50	7394985	30.21	98
2 people	37097	39.52	8303531	33.92	117
3 people	12829	13.67	3803807	15.54	88
4 people	10951	11.67	3272395	13.37	87
5 people	3844	4.10	1213159	4.96	83
6 people	1111	1.18	357428	1.46	81
7 people	241	0.26	83659	0.34	75
8 or more people	105	0.11	51487	0.21	53
All Occupied Household Spaces (Number of People in House)	93869	100.00	24480451	100.00	100

	DE		UK		Index
	Count	%	Count	%	
MOSAIC GROUPS BY POPULATION					
Symbols of Success	8,323	3.64	5,900,051	9.70	38
Happy Families	20,593	9.01	7,077,861	11.64	77
Suburban Comfort	33,952	14.85	8,931,818	14.69	101
Ties of the Community	31,171	13.63	9,943,818	16.36	83
Urban Intelligence	1,487	0.65	4,469,301	7.35	9
Welfare Borderline	2,488	1.09	3,748,065	6.17	18
Municipal Dependency	3,349	1.46	4,092,347	6.73	22
Blue Collar Enterprise	19,957	8.73	6,738,201	11.08	79
Twilight Subsistence	7,912	3.46	1,983,884	3.26	106
Grey Perspectives	53,685	23.48	4,474,554	7.36	319
Rural Isolation	41,856	18.31	3,234,581	5.32	344
MOSAIC GROUPS BY HOUSEHOLD					
Symbols of Success	3,743	3.71	2,509,951	9.65	38
Happy Families	8,029	7.96	2,756,508	10.59	75
Suburban Comfort	15,180	15.05	3,828,891	14.72	102
Ties of the Community	14,219	14.10	4,285,723	16.47	86
Urban Intelligence	730	0.72	2,014,576	7.74	9
Welfare Borderline	1,058	1.05	1,700,455	6.54	16
Municipal Dependency	1,380	1.37	1,696,448	6.52	21
Blue Collar Enterprise	8,168	8.10	2,788,458	10.72	76
Twilight Subsistence	3,755	3.72	951,701	3.66	102
Grey Perspectives	25,679	25.46	2,089,138	8.03	317
Rural Isolation	18,918	18.76	1,396,998	5.37	349
MOSAIC GROUPS BY ADULTS 15+					
Symbols of Success	7,014	3.66	4,873,036	9.72	38
Happy Families	15,458	8.06	5,412,930	10.79	75
Suburban Comfort	28,235	14.72	7,413,144	14.78	100
Ties of the Community	26,353	13.74	8,132,814	16.22	85
Urban Intelligence	1,330	0.69	4,012,020	8.00	9
Welfare Borderline	1,964	1.02	3,116,805	6.22	16
Municipal Dependency	2,521	1.31	3,168,509	6.32	21
Blue Collar Enterprise	15,014	7.83	5,283,318	10.54	74
Twilight Subsistence	6,896	3.60	1,799,104	3.59	100
Grey Perspectives	48,309	25.18	4,022,242	8.02	314
Rural Isolation	35,662	18.59	2,729,403	5.44	342
MOSAIC GROUPS BY ADULTS 18+					
Symbols of Success	6,691	3.68	4,661,954	9.76	38
Happy Families	14,583	8.02	5,138,278	10.76	75
Suburban Comfort	26,915	14.79	7,053,871	14.77	100
Ties of the Community	25,164	13.83	7,721,226	16.17	86
Urban Intelligence	1,194	0.66	3,872,642	8.11	8
Welfare Borderline	1,873	1.03	2,969,069	6.22	17
Municipal Dependency	2,393	1.32	2,994,634	6.27	21
Blue Collar Enterprise	14,336	7.88	5,005,243	10.48	75
Twilight Subsistence	6,595	3.62	1,710,423	3.58	101
Grey Perspectives	46,356	25.48	3,850,310	8.06	316
Rural Isolation	34,272	18.84	2,621,825	5.49	343

Source: MOSAIC 2007