

# DorsetECHO

Established over eighty years ago the Dorset Echo continues to be the most popular media in the area for readers & advertisers alike. More than 46,000 people in the area read the paper every day for it's informed journalism and comprehensive coverage of events in the area.



## 2009 Media Sheet

Issue Date	Daily (Monday - Saturday)		
Pagination	40 average		
Circulation	18,702 copies*		
Readership	46,647**		
Coverage	Concentrated around the three main towns of Weymouth, Dorchester and Bridport, the Dorset Echo circulation area extends from Lyme Regis in the West, across to Wareham in the East and as far as Blandford and Sherborne to the North.		
Rates	ROP £6.45 scc Recruitment £21.70 scc <b>NB</b> Public notices £8.30 scc Recruitment semi display £17.35 scc <b>NB</b> BMD's display £5.25 scc All prices exclude VAT - ROP & front pages are full colour inclusive <b>NB</b> Includes an insertion into The Advertiser	Front page £395 (9x5 Wed, Thu, Fri) Motors £5.25 scc Lineage £1.85 per line Recruitment lineage £4.70 per line Personal display £7.60 scc	Front page £375 (9x5 Mon, Tue, Sat) Classified display £6.50 scc (mono) Personal lineage £2.10 per line BMD's lineage £1.85 per line Church notices £4.15 scc
Mechanical Data	1 col 28mm 4 col 116.5mm 7 col 205mm	2 col 57.5mm 5 col 146mm 8 col 234.5mm	3 col 87mm 6 col 175.5mm 9 col 264mm

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\* ABC/VFD January-June 2008  
 \*\* JICREG Oct 2008

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