

# News Shopper

## Bromley News Shopper

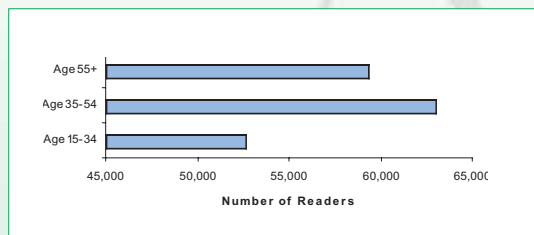
### Key facts

- Distributed free to 96,477 households every week on a Wednesday
- 175,182 readers every week spending an average of 23 minutes reading the paper
- Average household penetration of more than 74% across the distribution area
- Around 93 pages of news, sport, leisure, jobs and local businesses
- Includes two outstanding sections - Property and Cars adding around a further 100 pages
- Recently voted best for:
  - Local news
  - Community news
  - Local sport
  - Best overall newspaper

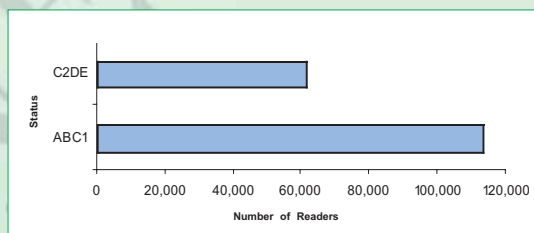


### Our readers

#### Age



#### Social Status



#### Sex

Male – 48%  
Female – 52%

#### Home ownership

74% of homes in the distribution area are owned 42% are owned with a mortgage. 25% of homes are rented most of which are socially rented rather than privately.

#### Car ownership

73% of households in the Bromley distribution area own at least one car and 73% of adults hold a full licence. A quarter of car owners bought their car in the previous 12 months.

#### Employment

69% of the population are economically active, 10% are self employed and only 3% are unemployed. 20% of adults have a family income of £50k or over.

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### Mosaic profile



A quarter of the Bromley distribution area falls under the Mosaic group, 'Suburban Comfort'. These households are often middle aged married couples with older children. They are self reliant and secure in their careers. Adults tend to commute into the city from their homes. A high proportion of households of the 'Suburban Comfort' group for this area are typified as being 'Original Suburbs', these householders are likely to be young professionals or middle-aged married couples with school age children. These people are liberal but sceptical. They value customer service but do not appreciate the 'hard-sell'. This group is not interested in heavily branded products but is willing to try new products particularly non-British brands. This is a good market group for leisure, entertainment, restaurants and independent foreign travel.

22% of households across the distribution area are 'Symbols of success'. These are typically high income households of successful professionals, owning expensive cars and homes. They prefer specialist product brands at premium prices.

13% of the distribution area, particularly around Bromley and Beckenham, consists of households classified as 'Urban Intelligence'. They are young, liberal professionals or students who tend to live in flats rather than houses. This would be a good target group for specialist foods, fashion, arts, cinema, restaurant and take-away products.

11% of the area consists of households which fall under the 'Blue Collar Enterprise' category. These are often middle aged couples who live in council estate areas but many have exercised their right to buy. They are self reliant and straight talking and tend to shop around for good deals. This would be a good target group for products such as financial services, cable TV, practical magazines, caravans and affordable, reliable cars.