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POSITIVE NEWS ABOUT
POSITIVE PEOPLE



WHY DO WE PRINT
POSITIVE NEWS?
It's very simple.
BECAUSE OF YOU

*What is validated in the society
increases and you get more of
it. What is invalidated you get
less of. A society gets what it
puts its attention on.*

John Mappin

Size

Classified / Display

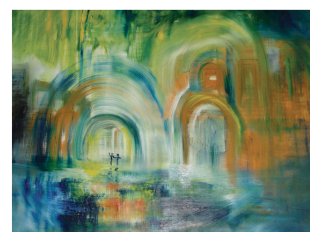
Double Page Spread		Mono	£1.600	£2.000
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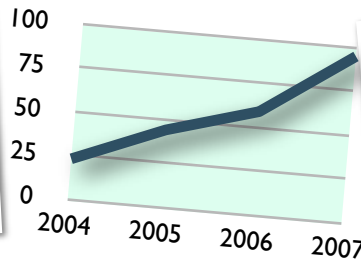
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Established in 1994, Independent Local Newspapers Ltd is the publisher of eight independent quality local newspapers. We are London's fastest growing local newspaper group, with advertising revenues growing 30% year on year.

Our titles have a collective readership estimated at over 110,000.

There are 35,000 copies distributed free to all the most up market streets, squares and residential blocks in Westminster, Belgravia, Mayfair, Knightsbridge, Chelsea, Kensington, St. John's Wood,

Hampstead, Notting Hill, Bayswater, City of London, Docklands, Hammersmith, Fulham, and to businesses in Ealing and Park Royal.

The purpose of this newspaper and media group is to deliver to society and the people in it, positive news and information that is helpful, useful and workable.

- 23% of our average readers own their own home OUTRIGHT. *

- 28% of our average readers have a mortgage or other loan on their property.*

- Our average reader's house price is £773,558, which is nine times the national average.**

- 69% of our average readers are single men and women with no children and a high disposable income.*

- 65% of our average readership are self employed, company directors and senior management professionals.*

*The above statistics and research are household demographic profiles from the Royal Borough of Kensington and Chelsea.

** Research supplied by Homesearch (based on average terraced house in Kensington, 2001)