

**Culture, Welsh Language and Sport Committee  
CWLS(2) 03-06(p1)**

**Meeting date:** Thursday, 16 February 2006

**Meeting time:** 9.00am - 12:00 pm

**Meeting venue:** National Assembly for Wales

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**South West Wales Publications Limited**

**MEETING OF THE CULTURE, WELSH LANGUAGE AND  
SPORT COMMITTEE**

Thursday, 16<sup>th</sup> February 2006

**SOUTH WEST WALES PUBLICATIONS LTD.**

## **South West Wales Publications Ltd.**

South West Wales Publications Ltd (SWWP) are part of the Northcliffe Newspaper Group, the 3rd largest newspaper group in the UK. Based in Swansea, SWWP has, through its local newspaper titles, been the key marketing and advertising medium for the region for generations of business people. Our newspapers have been bringing local news to local communities and connecting advertisers to readers in South West Wales since 1810.

SWWP's paid-for newspaper titles have an unduplicated weekly reach of 351,000\* people in South West Wales.

South West Wales Publications publishes eight successful, well established regional titles:-

- South Wales Evening Post (paid-for daily)
- Carmarthen Journal (paid-for weekly)
- Llanelli Star Series (paid-for weekly)
- Swansea Herald of Wales (free weekly)
- Carmarthen Herald (free weekly)
- Neath & Port Talbot Tribune (free monthly)
- West Wales Tribune (free monthly)
- The Sporting Post

[www.thisissouthwales.co.uk](http://www.thisissouthwales.co.uk) is part of the national 'thisis' network of websites owned by Northcliffe Newspaper Group's Electronic Publishing arm (NEP). The 'thisis' website is updated throughout the day with news, sport and features from the South Wales Evening Post, Carmarthen Journal and Llanelli Star Series. The 'thisis' website is more than just an electronic version of the latest newspapers. The site also provides an effective gateway to quickly access local information and additional features, such as Community and fully searchable advertising categories.

\*Source: TNS 2003, Total SWWP Survey Area

# South Wales Evening Post

**Circulation: 56,104 (ABC Jan- June 2005)**  
**Readership: 162,560 (JICREG 1/11/05)**  
**Readers per copy: 2.98**  
**Average time spent reading: 31 mins**



The South Wales Evening Post is the second highest selling daily regional newspaper in Wales. Established since 1930, the paper offers dedicated coverage of local news and sport, as well as national and world news. The paper has three daily editions:- Swansea, Neath & Port Talbot and Carmarthenshire and has a household penetration of 22% and a readership penetration of 33.8%.

Over the last five years the South Wales Evening Post was the 17<sup>th</sup> best performing evening newspaper in the UK.

An advertiser can expect to reach almost half the population with a single insertion in the South Wales Evening Post and almost three quarters of the local population with a week's worth of six insertions.\* (Source: TNS 2003, SWEP 10%+ circulation area).

## Readership Profile

Male	-	80,385 (49%)
Female	-	83,524 (51%)
15-24	-	25,498 (16%)
25-34	-	22,002 (13%)
35-44	-	28,525 (17%)
45-54	-	29,859 (18%)
55-64	-	26,447 (16%)
65-74	-	17,833 (11%)
75+	-	13,746 (8%)
AB	-	27,061 (17%)
C1	-	37,642 (23%)
C2	-	39,232 (24%)
DE	-	59,974 (36%)

# Carmarthen Journal

**Circulation: 22,401 (ABC Jan- June 2005)**

**Readership: 58,510 (JICREG 1/11/05)**

**Readers per copy: 2.6**

**Average time spent reading: 41 mins**



Established since 1810 and based in Carmarthen, the Carmarthen Journal is a weekly paid-for title with six editions:- Town, Teifi Valley, Lampeter & Llandysul, St. Clers & Whitland, Gwendraeth Valley, Ammanford Llandeilo & Landoverly.

The Carmarthen Journal has increased sale by 6.77% since Jan-June 1991 to Jan – June 2005. The Carmarthen Journal has a household penetration of 23% and a readership penetration of 31%.

The Carmarthen Journal has unrivalled readership within its 10%+ circulation area. 62% of adults within the Journal's 10%+ circulation area read all four copies in a month.\*

\*Source: TNS 2003, Base: All adults 15+ in Carmarthen Journal 10% + circulation area

## Readership Profile

Male	–	27,017 (46%)
Female	-	31,493 (54%)
15-24	-	5,968 (10%)
25-34	-	7,898 (13%)
35-44	-	10,664 (18%)
45-54	-	10,804 (18%)
55-64	-	8,545 (15%)
65-74	-	8,358 (14%)
75+	-	6,273 (11%)
AB	-	7,991 (14%)
C1	-	17,459 (30%)
C2	-	16,907 (29%)

DE - 16,154 (28%)

# LLANELLI STAR

**Circulation: 16,813 (ABC Jan-June 2005)**

**Readership: 50,107 (JICREG 1/11/05)**

**Readers per copy: 2.98**

**Average time spent reading: 34 mins**



Established since 1909 and based in Llanelli, the Llanelli Star Series has four weekly editions:- Llanelli, Burry Port, Gwendraeth and Llŵchwr. The Llanelli Star Series has increased sale by 2.27% since Jan-June 2001 to Jan-June 2005. The Llanelli Star Series has a household penetration of 26% and a readership penetration of 41%.

The Llanelli Star Series has an unrivalled readership within its 10%+ area. 71% of adults within the 10%+ circulation area read all four copies in a month.\*

\*Source: TNS 2003, Llanelli Star Series 10%+ circulation area

## Readership Profile

Male	-	25,197 (50%)
Female	-	24,910 (50%)
15-24	-	7,207 (14%)
25-34	-	6,865 (14%)
35-44	-	8,371 (17%)
45-54	-	7,397 (15%)
55-64	-	7,620 (15%)
65-74	-	6,926 (14%)
75+	-	5,722 (11%)
AB	-	7,801 (16%)
C1	-	12,573 (25%)
C2	-	12,136 (24%)
DE	-	17,597 (35%)