## Archant...

# STILL the home of property in Somerset

#### Are you moving with the times? We are.

Today's Archant delivers a growing audience – giving you unrivalled brand awareness across more platforms.

#### Digital\*

228,003 unique visitors every month



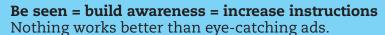
#### Paper\*\*

111,848 readers every week



#### **18**%

increase year on year



Targeted and flexible
Reach a large audience or target specific customer types wherever they are online with our intelligent "GoTarget" solution.

Quality, trusted content
Position your message around quality editorial or take advantage
of your own branded content. Our award winning teams will bring
your businesses to life.



Three facts every agent should know about our readers...

### They are...



16% less likely to have used Rightmove / Zoopla than the national average.

Don't neglect this large, local and affluent audience



**25% more interested in property than non-readers\*.** An audience keen and eager to learn about YOU.



33.9% more likely to have responded to property newspaper ads

(buy and rental) than the national average.

Prospects who take action from YOUR advertising.

Cost effective, powerful...and still with that local personal service.

**Property in Somerset.** 

Call **Helen Keenan** on **01934 422555** or email **Helen.Keenan@archant.co.uk** for more information

