

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

- ✓ **Be seen = build awareness = increase instructions**
Nothing works better than eye-catching ads.
- ✓ **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

