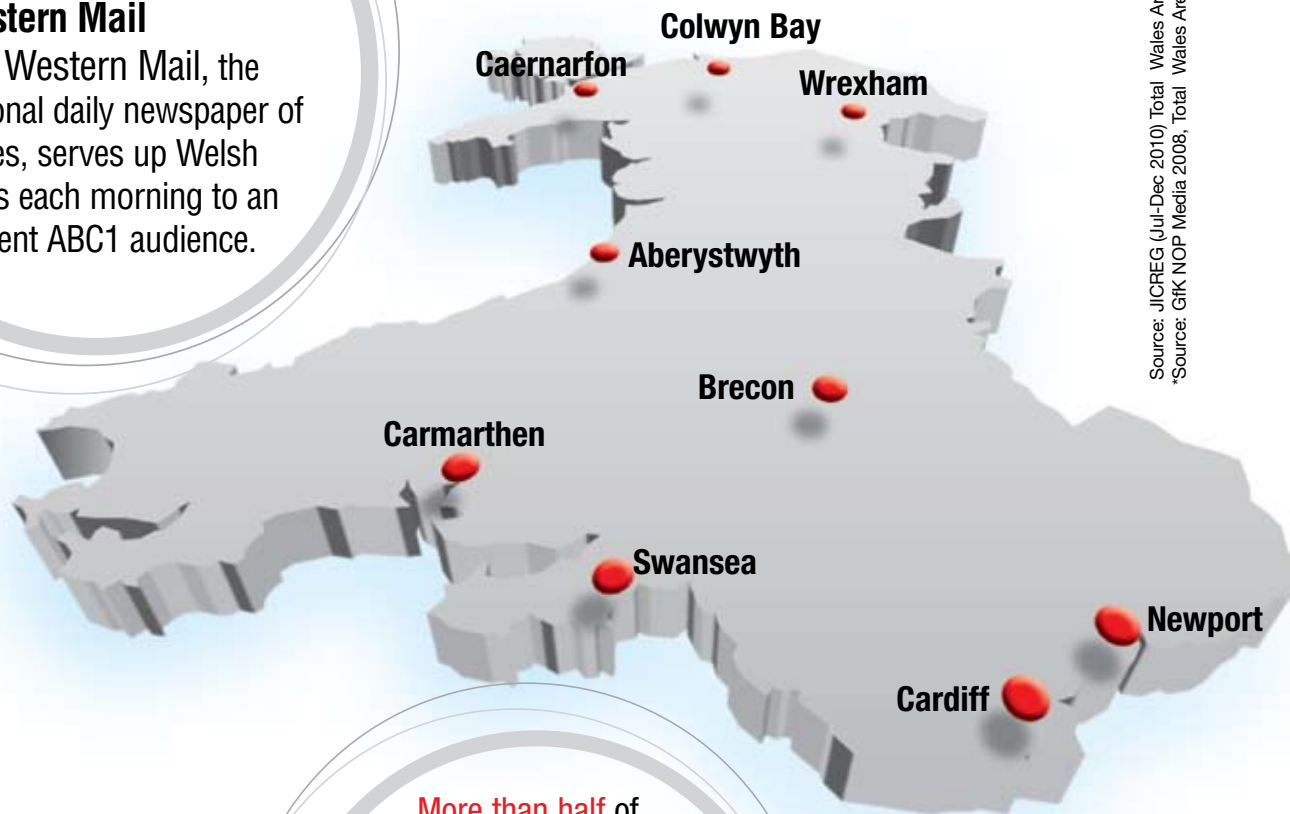
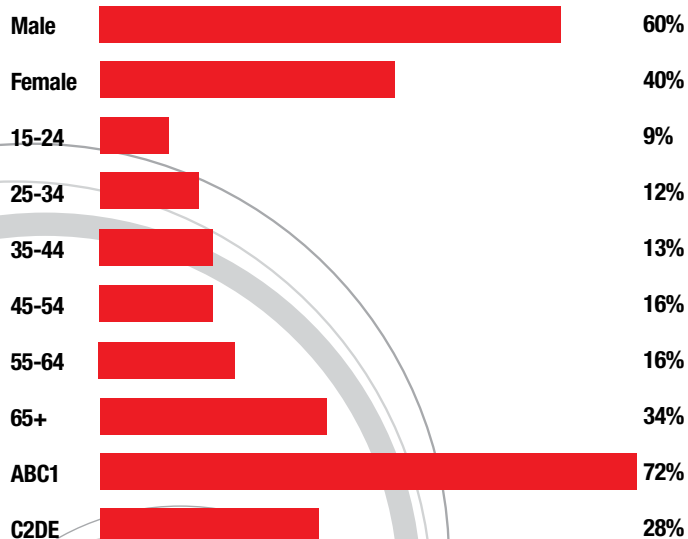


Western Mail
The Western Mail, the national daily newspaper of Wales, serves up Welsh news each morning to an affluent ABC1 audience.



Source: JICREG (Jul-Dec 2010) Total Wales Area
*Source: GfK NOP Media 2008, Total Wales Area

Demographic Breakdown of Readers



(Western Mail Core Area)

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Readership: 100,134

More than half of Western Mail readers don't read any other national daily newspaper.*

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