

South Wales ECHO

with a splash of colour



MONDAY



TUESDAY



WEDNESDAY



THURSDAY



FRIDAY



SATURDAY

SIX GREAT NEW PULL-OUTS

ECHO

with a splash of colour



Monday: Sport

- Analysis of the weekend's sporting action
- Local & national results
- Pictures from the weekend's action
- In-depth interviews

Thursday: Shopping

- Fashion spread
- Queen of the shops
- Shop profile – something different
- Fashion advice columns
- Best buys & product tests

39%
of Echo readers
enjoy shopping
for pleasure



Tuesday: Family

- Family-related features
- Regular columns by a mum & a gran
- Our best day out
- Club of the week



Friday: Friday

- Entertainment special
- Cinema
- Bands
- Theatre
- What's on

59%
of Echo readers
read the What's On
section at least
once a month



Wednesday: Life

- Features on health, fitness & well-being
- Doctor's advice column
- Slimmer of the week
- Fitness column
- Real life experiences
- Agony Aunt

66%
of Echo readers
take part in
sporting activities
to keep fit

Saturday: Play

- Out & about
- Gardening
- 7-day TV listings
- Food & drink
- Travel & holidays
- Book, film & music reviews

30%
of adults turn to the
Echo when planning
entertainment
& leisure



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**The Echo is the
best read paper
in its area**

South Wales
ECHO

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