

Introduction

The Oxford Times is the leading weekly newspaper in Oxfordshire and one of the leading weekly newspapers in the UK. It is published on a Friday.

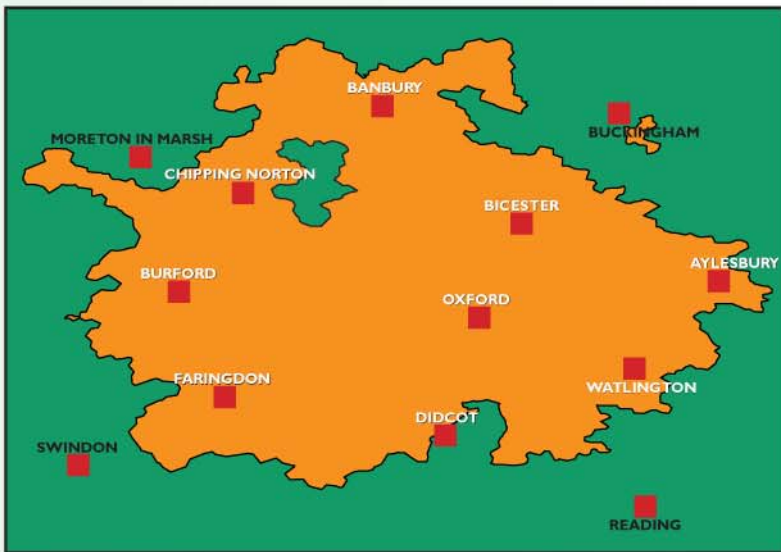
The newspaper has consistently won awards over the last decade for the quality of its journalism and for the value for money it offers to readers and advertisers.

It has an affluent, high-quality readership made up of university dons, business leaders and professionals, who appreciate the upmarket content of the newspaper. The newspaper recently made a successful change from a broadsheet to a compact format, all the time retaining its quality feel.

The Oxford Times contains the county's leading property and jobs platforms and its monthly Oxfordshire Limited Edition and In Business magazines are the perfect vehicle for lifestyle and business advertising.

Alongside the weekly newspaper, The Oxford Times now has a website the theoxfordtimes.co.uk which is updated every day, throughout the day, with the latest local and international news. It is one of the most content-rich weekly newspaper websites in the UK.

Where are our readers?



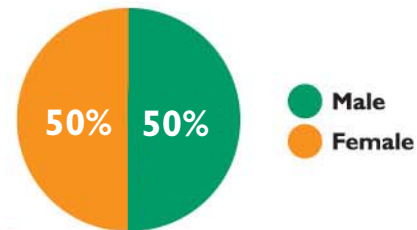
Call us now on 01865 425262 and put the **Oxford Times** on your media schedule

The Oxford Times

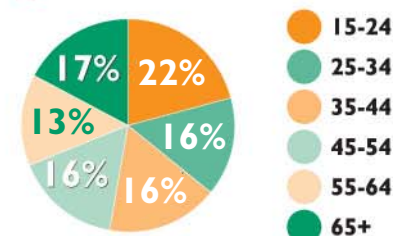
- **Weekly Paid-for title**
- **Publication day - Thursday**
- **Weekly Circulation of 20,537**
(ABC Jan-Jun 2009)
- **Readership of 66,239**
(JICREG October 2009)
- **Readers per Copy 3.2**
(JICREG October 2009)
- **Web Statistics**
Monthly Page Impressions 240,187
Monthly Unique Users 36,120
(Publisher's statement October 2009)

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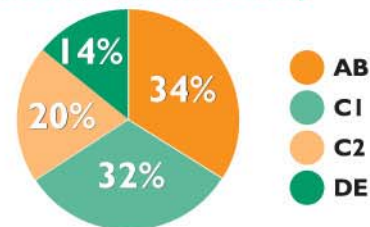
Gender



Age



Socio Economic Group



Source: JICREG April 2009

The Oxford Times theoxfordtimes.co.uk

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