

# Observer

25P WHERE SOLD

SERIES

## MOTOR ADVERTISING



***Did you know that a priority for 70% of people wanting to buy a car is to find one as close to home as possible?***

***Advertising in local press is the most frequently acted upon of all media. a staggering 61% of people respond to this type of advertising!\****

***If you want to advertise to over 60,000 people near you, you should be talking to us!***

What our advertisers say about us..

***'I have advertised in the Observer since 2005. I usually receive 6/7 genuine enquiries each time.'***

John Lailey - Georgia Car Sales.

***'We closely monitor any leads from our adverts and have no problem recommending The Observer Series'***

Sharon Ellis - Bartley BMW

\*Source: The Newspaper Society

MOTOR RATES Jan 09

1 Paper £2.75 per column cm

2 papers £4 per column cm

COLUMN CM

There is no extra charge for colour or artwork origination. Please note that prices do not include Vat.

**Observer**

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