



SOUTH  
MANCHESTER  
REPORTER

ROCHDALE  
OBSERVER

HEYWOOD  
ADVERTISER

TAMESIDE  
ADVERTISER

GLOSSOP  
ADVERTISER

MACCLESFIELD  
EXPRESS

WILMSLOW  
EXPRESS

SALFORD  
ADVERTISER

ROSSENDALE  
FREE PRESS

MIDDLETON  
& NORTH  
MANCHESTER  
GUARDIAN

ACCRINGTON  
OBSERVER

OLDHAM  
ADVERTISER

SALE &  
ALTRINCHAM  
ADVERTISER

STRET福德  
& URMSTON  
ADVERTISER

STOCKPORT  
EXPRESS

STOCKPORT  
TIMES EAST

STOCKPORT  
TIMES WEST



# POST CODE AREAS

Postcode breakdown of **free distribution titles**  
available for your leaflet distribution

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MANCHESTER EVENING NEWS	MIDDLETON & NORTH MCR GUARDIAN	PRESTWICH ADVERTISER
METRO AM (MON - FRI)	STOCKPORT EXPRESS	SALFORD ADVERTISER
ACCRINGTON OBSERVER	MACCLESFIELD EXPRESS	SOUTH MANCHESTER REPORTER
ROSSENDALE FREE PRESS	GLOSSOP & TAMESIDE ADVERTISER	STOCKPORT TIMES EAST / WEST
ROCHDALE OBSERVER SATURDAY	WILMSLOW EXPRESS	SALE & ALTRINCHAM ADVERTISER
ROCHDALE OBSERVER WEDNESDAY	NORTH & EAST MCR ADVERTISER	STRET福德 & URMSTON ADVERTISER
HEYWOOD ADVERTISER	OLDHAM ADVERTISER	

# POST CODE AREAS

## Postcode breakdown of free distribution titles available for your leaflet distribution



All POSTCODE INFORMATION GIVEN AS OF AUGUST 2011.

The South Manchester **Reporter** 47,707 ABC Jan-Jun 2010 **STH MANCHESTER Total 45,642**

POST CODE	AREA NAME	DELIVERY QUANTITY
M14 6	FALLOWFIELD	3180
M14 7	FALLOWFIELD	2220
M19 1	BURNAGE	3760
M19 2	LEVENSHULME / BURNAGE	4032
M19 3	LEVENSHULME	3373
M20 1	WITHINGTON / FALLOWFIELD	2983
M20 2	WITHINGTON / DIDSBUY / WEST DIDSBUY / EAST DIDSBUY / MERSEY BANK	3868
M20 3	FALLOWFIELD / WITHINGTON / DIDSBUY / WEST DIDSBUY	2077
M20 4	WITHINGTON / BURNAGE	3351
M20 5	DIDSBUY / EAST DIDSBUY	1598
M20 6	BURNAGE / WITHINGTON / DIDSBUY	3284
M21 0	CHORLTON CUM HARDY / ALEXANDRA PARK	1908
M21 7	CHORLTON CUM HARDY	2113
M21 8	CHORLTON CUM HARDY	1903
M21 9	CHORLTON CUM HARDY	3461
M22 4	NORTHENDEN	2531

Oldham Advertiser 74,108 ABC Jan-Jun 2010 **OLDHAM Total 69,682**

POST CODE	AREA NAME	DELIVERY QUANTITY
M35 0	FAILSWORTH	4821
M35 9	FAILSWORTH	3841
OL1 4	WATERSHEDDINGS / SHOLVER / OLDHAM	3400
OL2 5	ROYTON	3977
OL2 6	ROYTON	5098
OL2 7	SHAW	4554
OL2 8	SHAW	1538
OL4 1	OLDHAM / GREENACRES / GLODWICK	3300
OL4 2	WATERSHEDDINGS / MOORSIDE / GREENACRES	3856
OL4 3	GREENACRES / LEES / AUSTERLANDS / WATERSHEDDINGS	2330
OL4 4	LEES / SPRINGHEAD / GRASSCROFT / GROTTON / LYDGATE / AUSTERLANDS	2746
OL4 5	LEES / HOLTS / GLODWICK / GROTTON / SPRINGHEAD	3605
OL8 1	COPPICE / HATHERSHAW / OLDHAM	2936
OL8 2	OLDHAM / ALT / HATHERSHAW / FITTON HILL	4190
OL8 3	COPPICE / HATHERSHAW / OLDHAM / HOLLINWOOD	3723
OL8 4	COPPICE	2846
OL9 0	CHADDERTON	3557
OL9 7	CHADDERTON	2351
OL9 8	CHADDERTON	3602
OL9 9	CHADDERTON	3411

Stretford & Urmston Advertiser 28,345 ABC Jan-Jun 2010 **STRET福德 & URMSTON Total 28,345**

POST CODE	AREA NAME	DELIVERY QUANTITY
M32 - 0	STRET福德	3854
M32 - 8	STRET福德	3251
M32 - 9	STRET福德	4398
M41 - 0	DAVYHULME / CROFTS BANK	2485
M41 - 5	URMSTON / FLIXTON / DAVYHULME	2544
M41 - 6	URMSTON / FLIXTON	3125
M41 - 7	DAVYHULME / CROFTS BANK	2285
M41 - 8	WOODSEND / URMSTON / CALDER BANK / DAVYHULME	2443
M41 - 9	URMSTON / CROFTS BANK / STRET福德	3960

Stockport Times 44,140 ABC Jan-Jun 2010 **TIMES EAST Total 41,482**

POST CODE	AREA NAME	DELIVERY QUANTITY
SK1 4	STOCKPORT / LITTLE MOOR	2931
SK2 5	LITTLE MOOR / OFFERTON / GREAT MOOR	5668
SK2 6	STOCKPORT / LITTLE MOOR / DAVENPORT / CALE GREEN / HEAVILEY / GREAT MOOR	3118
SK2 7	GREAT MOOR / WOODSMOOR	2372
SK5 6	REDDISH	5237
SK6 1	BREDBURY / WOODLEY	3724
SK6 2	BREDBURY	2756
SK6 4	ROMILEY	2685
SK6 6	MARPLE	2651
SK6 7	MARPLE	2507
SK7 4	HAZEL GROVE	3115
SK7 5	HAZEL GROVE	2344
SK7 6	HAZEL GROVE	2374

Salford Advertiser 76,540 ABC Jan-Jun 2010 **SALFORD Total 70,459**

POST CODE	AREA NAME	DELIVERY QUANTITY
M27 0	SWINTON / MOORSIDE / HAZELHURST	2659
M27 4	SWINTON / PENDLEBURY / DEANS	2108
M27 5	SWINTON / SWINTON PARK / DEANS / DALES BROW	3488
M27 6	CLIFTON / SWINTON	2454
M27 8	PENDLEBURY / SWINTON / CLIFTON / CLIFTON GREEN	3536
M27 9	SWINTON / WARDLEY	2513
M28 0	LITTLE HULTON / WALKDEN	1839
M28 1	BOOTHSTOWN / WORSLEY / ELLENBROOK / BROADOAK PARK	3155
M28 2	WORSLEY / HAZELHURST	2443
M28 3	WALKDEN / PARR FOLD / LINNYSHAW	4489
M28 7	ELLENBROOK / PARR FOLD / WALKDEN	2929
M30 0	PATRICROFT / ELLESMERE PARK	4089
M30 7	BARTON UPON IRWELL / ECCLES / PEEL GREEN / IRLAM	3838
M30 8	ECCLES / MONTON / BARTON UPON IRWELL / WINTON / PEEL GREEN	3735
M30 9	MONTON / ELLESMERE PARK	3485
M38 9	LITTLE HULTON / WALKDEN	4541
M44 6	IRLAM	4949
M6 5	SEEDLEY / PENDLETON	2874
M6 6	CHARLESTOWN	1585
M6 7	SALFORD / PENDLETON / BRINDLE HEATH	2903
M6 8	SALFORD / SEEDLEY	3416
M7 4	HIGHER BROUGHTON / BROUGHTON PARK	3431

Sale & Altrincham Advertiser 49,213 ABC Jan-Jun 2010 **SALE & ALTRINCHAM Total 49,213**

POST CODE	AREA NAME	DELIVERY QUANTITY
M33 - 2	SALE / BROOKLANDS	5324
M33 - 3	SALE / BROOKLANDS	4897
M33 - 4	SALE	4084
M33 - 5	SALE / ASHTON UPON MERSEY	4127
M33 - 6	SALE	2764
M33 - 7	SALE	2010
WA14 - 1	ALTRINCHAM / BROAD HEATH & BOWDEN	1305
WA14 - 2	BOWDEN / BROAD HEATH	2163
WA14 - 3	HALE / BOWDEN	1623
WA14 - 4	OLDFIELD BROW / ROSEHILL	2043
WA14 - 5	TIMPERLEY / SALE	2409
WA15 - 0	HALE BARNES / HALE	1529
WA15 - 6	TIMPERLEY / SALE	4836
WA15 - 7	TIMPERLEY	4454
WA15 - 8	TIMPERLEY / HALE / HALE BARNES / ALTRINCHAM	3267
WA15 - 9	HALE / ALTRINCHAM	2378

Tameside Advertiser 78,364 ABC Jan-Jun 2010 **TAMESIDE Total 72,668**

POST CODE	AREA NAME	DELIVERY QUANTITY
M34 2	DENTON / DANE BANK	4285
M34 3	DENTON / DANE BANK / AUDENSHAW	3647
M34 5	AUDENSHAW	4861
M34 6	DENTON / HAUGHTON GREEN	2714
M34 7	DENTON / HAUGHTON GREEN	3594
M43 6	DROYLSDEN	3710
M43 7	DROYLSDEN	5388
OL6 6	ASHTON UNDER LYNE	2100
OL6 8	ASHTON UNDER LYNE / WATERLOO / HURST CROSS	4331
OL6 9	ASHTON UNDER LYNE / HURST CROSS	3856
OL7 9	ASHTON UNDER LYNE / WATERLOO	4396
SK14 3	HYDE / HATTERSLEY	2307
SK14 4	HYDE / NEWTON	5004
SK14 5	HYDE	4083
SK15 1	STALYBRIDGE	3709
SK15 2	STALYBRIDGE	3536
SK15 3	STALYBRIDGE	3334
SK16 4	DUKINFIELD	3383
SK16 5	DUKINFIELD	4430

Stockport Times 40,786 ABC Jan-Jun 2010 **TIMES WEST Total 38,341**

POST CODE	AREA NAME	DELIVERY QUANTITY
SK4 2	STOCKPORT / HEATON NORRIS / HEATON MOOR / HEATON MERSEY	2951
SK4 3	HEATON NORRIS / HEATON MOOR / HEATON MERSEY	2876
SK4 4	HEATON MOOR / HEATON NORRIS / HEATON MERSEY	3012
SK4 5	HEATON CHAPEL	2631
SK7 1	BRAMHALL / WOODFORD	2292
SK7 2	BRAMHALL	2781
SK7 3	BRAMHALL	2708
SK8 1	CHEADLE	2005
SK8 3	HEALD GREEN / GATLEY	4865
SK8 4	GATLEY	3175
SK8 5	CHEADLE / CHEADLE HULME	2728
SK8 6	CHEADLE HULME	3052
SK8 7	CHEADLE HULME	3265

Glossop Advertiser 11,070 ABC Jan-Jun 2010 **GLOSSOP Total 10,385**

POST CODE	AREA NAME	DELIVERY QUANTITY
SK13 1	HADFIELD	2664
SK13 2	HADFIELD	1517
SK13 6	SIMMONDLEY / DINTING VALE / GAMESLEY	2014
SK13 7	GLOSSOP	790
SK13 8	GLOSSOP	3400

Wilmslow Express 14,123 ABC Jan-Jun 2010 **WILMSLOW Total 12,540**

POST CODE	AREA NAME	DELIVERY QUANTITY
SK9 2	WILMSLOW / HANDFORTH	2739
SK9 3	WILMSLOW / HANDFORTH	2962
SK9 4	WILMSLOW	806
SK9 5	WILMSLOW	2101
SK9 6	WILMSLOW	2263
SK9 7	ALDERLEY EDGE	1669



- **Printed leaflets** are a simple and effective way to boost a business.
- **Door drop marketing** works well with other media as it uniquely offers both precision and penetration.
- In 2010, the average number of door drops delivered to households in an average week is **5.8 million**.
- **71%** of consumers said that they found **free samples** delivered through their letterbox useful.
- In 2010, door drop volumes rose by **1.8%** to **7.905** billion items!
- **62%** of consumers said that they found **money off coupons** delivered through their letterbox useful.