

SWALE



WEEKLY READERSHIP

11,918

10,483

JICREG (Sept 2020)

CIRCULATION

3,365

3,464

JICREG (Sept 2020)

SN

STG



UNIQUE BROWSERS

282,050

480,075

Google Analytics (Nov 2020)

PAGE IMPRESSIONS

657,944

1,095,352

Google Analytics (Nov 2020)

Sittingbourne

Sheerness



ESTIMATED WEEKLY LISTENERS

36,703

Broadcaster's statement (Medway transmitter)

GROUP WEEKLY LISTENERS

200,200

RAJAR Oct 2019 - Mar 2020

DEMOGRAPHIC - AREA PROFILE

MALE 49%

FEMALE 51%

ABC1 58%

C2DE 42%

P O P U L A T I O N

JICREG (Sept 2020)

121,580

