

Broadcasting Sub-committee

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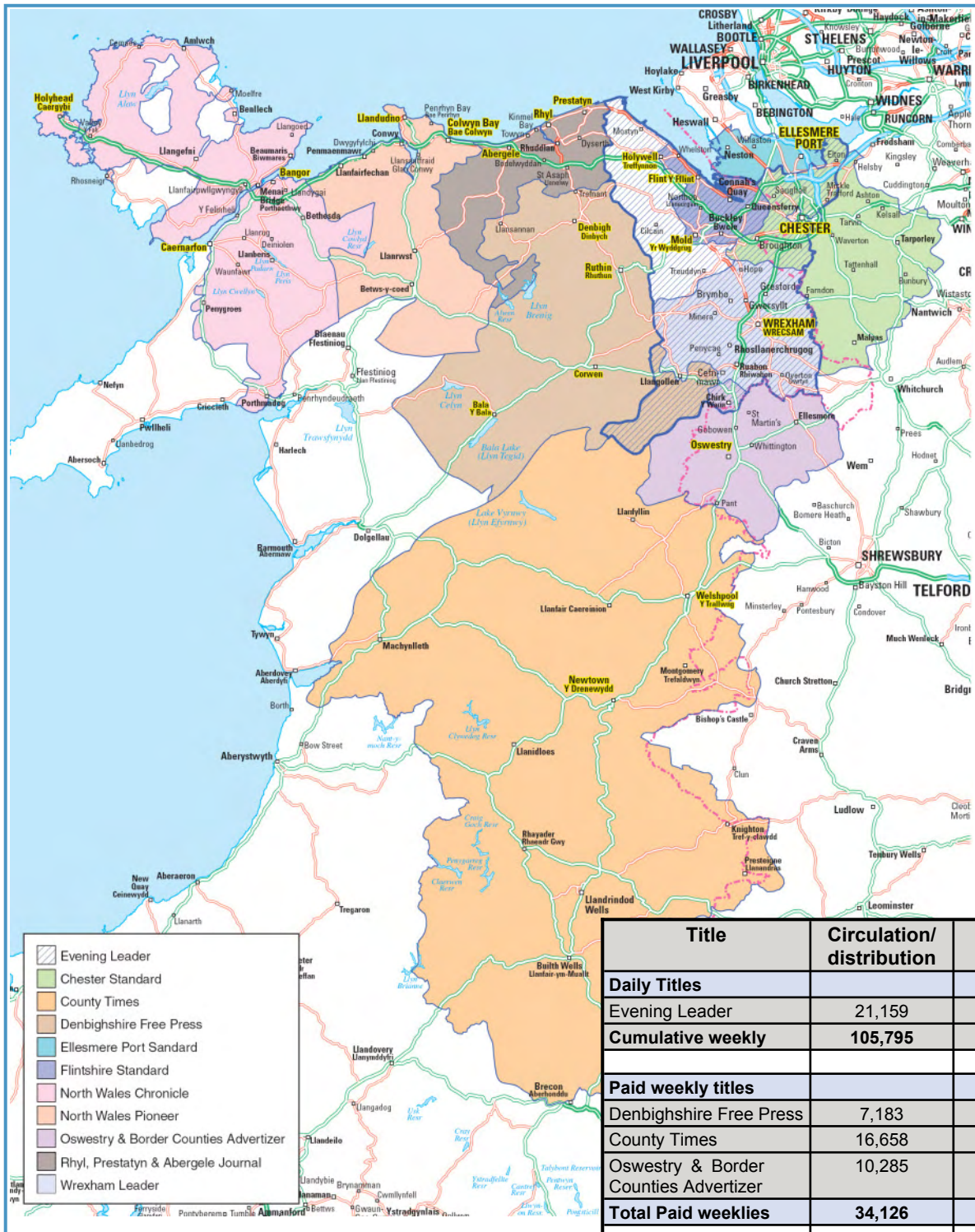
Evidence gathering on the current state of the Welsh Newspaper Industry – NWN Media – Barrie Jones, Editor-in-Chief

- My intention in expressing my views to members of the Broadcasting Sub-Committee was to highlight the perceived lack of visibility of our company in the currently valid debate on the state of the Welsh media.
- We are a Welsh company, based in Wales and investing heavily in Wales. NWN Media is one the UK's largest independent media groups, proud of its local heritage and committed to family-ownership. The group has 12 titles published in 17 editions with a total weekly reach of 633,000 adults in Mid & North Wales and the border counties. The group also has 11 websites, which are updated daily and have almost 200,000 visitors a month.
- In striving to engage with our audience in setting a credible Welsh news agenda we feel we remain frustratingly off the map whenever the state of the print media in Wales becomes a political issue, as is the case again at present.
- The fact that Trinity Mirror has announced that it is merging its Welsh operations and will now effectively run them from England was being spoken of as turning Wales into a 'media wasteland' was of particular concern to us as our titles' penetration is substantially greater than those owned by Trinity in many parts of North and Mid Wales.
- With a four edition evening title dominating the market place in densely populated North East Wales and with weeklies stretching across North and mid Wales we are perplexed by the continual lack of notice given to us in Wales-wide discussions with the impression given that Trinity titles provide the only hard news platforms and forums of debate.
- We are proud of our interaction with the communities we serve and in championing their causes. We feel certain that a reader's search for serious Welsh regional news in North East Wales and many other population centres in the North would begin and end with an NWN media title - a reality we feel is not represented well on a broader canvass.
- Recently in our areas there has been more of an embracing of devolved government after initial suspicion of Southern priorities. But it concerns us that this all Wales vision does seem to apply to our titles when the Welsh

media is evaluated or indeed when commercial decisions are made. Our titles in North Wales receive a significantly disproportionate level of Assembly Government advertising spend with the bulk being directed into a Trinity Mirror owned title, The Daily Post, run from England and printed in England.

- A look at the map at Annex A shows well the coverage our titles offer and the extent of our readership in the areas we serve.
- As the leading Welsh based family owned publisher we make substantial investments here. Our recently commissioned press facilities in Deeside secured much-needed jobs within Wales and 80% of our employees live in Wales. Our readership in Wales is 401,816 adults (source jicreg data at 1st Jan 2009) – See Annex B
- At a time when large media companies are centralizing to save costs, the fears expressed by Welsh politicians in recent weeks may well be realistic. But the local independent ownership of NWN Media means that it provides the only true Welsh voice in the region. We compete with Trinity Mirror in many of our areas and that is as it should be. But we do feel that as market leaders in many of those areas that our profile should be seen for what it is and that we are considered in that context when media buying decisions are made.
- As Editor-in-Chief I am very keen that Assembly leaders and decision makers see the range and importance of our titles accurately and that the view of Welsh media is not skewed by the very public contraction of other media groups' journalistic structures this side of the border.

In a fast changing media world it is essential that every element of our content remains relevant to its audience. Part of that relevance is indeed its profile and the perception of it on a broader canvass than merely its target local audience. It is in this context that the views, deliberations and conclusions of this committee are so important to us.



| Title | Circulation/ distribution | Readership | Day of pub- lication |
|--|------------------------------|----------------|-------------------------|
| Daily Titles | | | |
| Evening Leader | 21,159 | 69,790 | Mon-Fri |
| Cumulative weekly | 105,795 | 99,827 | |
| Paid weekly titles | | | |
| Denbighshire Free Press | 7,183 | 20,222 | Thursday |
| County Times | 16,658 | 46,107 | Friday |
| Oswestry & Border Counties Advertiser | 10,285 | 28,400 | Tuesday |
| Total Paid weeklies | 34,126 | 94,729 | |
| Free weekly titles | | | |
| Chester Standard | 56,765 | 86,120 | Thursday |
| Ellesmere Port Standard | 33,284 | 60,007 | Thursday |
| Flintshire Standard | 31,528 | 57,211 | Thursday |
| North Wales Chronicle | 34,164 | 49,947 | Thursday |
| North Wales Pioneer | 30,310 | 44,144 | Wednesday |
| Rhyl, Prestatyn & Abergele Journal | 30,138 | 43,140 | Wednesday |
| Wrexham Leader | 42,060 | 74,255 | Friday |
| Total Free weeklies | 258,249 | 414,824 | |
| Monthly Publications | | | |
| The Tribune | 21,000 | 30,000 | Monday |
| TOTAL ALL TITLES | 427,908 | 654,758 | |

A Whole World of Colour

nwnmedia
nwnmedia
nwnmedia
nwnmedia
design & print



from Wales



NWN Media Ltd is one of the largest privately owned newspaper groups in the UK, and the last remaining Welsh family owned mainline newspaper business printing in Wales

We have installed a high specification KBA Commander 85 production line at a new £16 million production site on the Deeside Industrial Estate in Flintshire, North Wales. This represents a huge step forward for NWN Media Ltd, the independent publishing world and for businesses in Wales.



The foundations of the press.



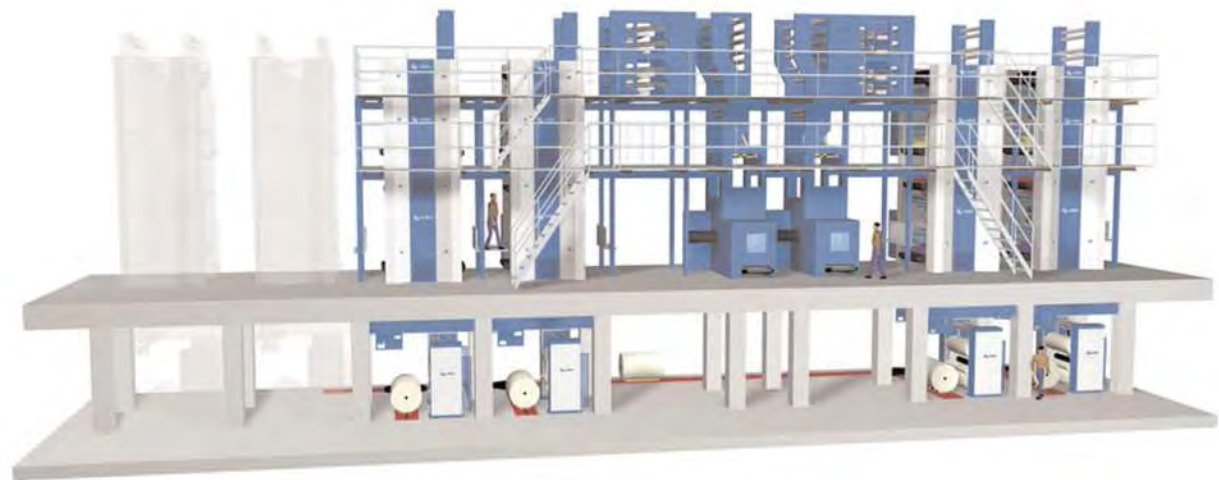
The inside of the structure starts to take shape.



The scaffold supporting the press installation.

Our investment confirms our confidence in publishing and printing in Wales and the North West, and our continued commitment to the local communities we serve

NWN Media Ltd is a company fast approaching its 200 year anniversary and it has been in the hands of the Thomas family for four generations. We publish daily, weekly and monthly titles with just short of one million readers a week.



Press Specification

Web Widths (Four Available)
1475mm 1500mm 1520mm 1575mm

Cut-off
578 mm

Max. production speed
85,000 straight production
42,500 collect production

Printing Units
H-type printing units (four-high towers)
9 or 10 cylinder satellite towers
KBA DRIVETRONIC shaftless drive technology

Reelstand KBA PASTOMAT RC
Max. reel diameter 1,270 mm / 1,500 mm
Max. web width 1,575mm
Max. splicing speed 13 m/s

TWO KBA KF 2-55 folders capable of running two separate products
Tabloid 64 pp
Broadsheet 32 pp
Alternatively running through one Folder
Tabloid 128 pp
Broadsheet 64 pp

Paper Grammages 42gsm - 70gsm



Building work on the 2,136 sq metre site on Deeside, within one of Europe's largest industrial estates, started in August 2006 after a lengthy search for suitable land.

The investment has been funded by our own resources, supported by the Welsh Assembly Government through a Regional Selective Assistance Grant as part of its economic strategy – A Winning Wales.

Our state-of-the-art press facility boasts a complete computer to plate workflow and is capable of 128 tabloid pages in back to back colour. It is one of the most modern press sites in Europe and can output 85,000 copies per hour.

We now not only have a fantastic facility for our own 12 newspaper titles, publishing 540,000 copies a week, but

we will be able to service both national and regional contract print customers with excellent equipment, with first class quality, staff and levels of service. In fact the press location is perfect for delivery of contract print—and not much more than 20 miles from the M56/M6/M62 intersection.



The outside of our press facility



The four full colour towers that make up our press



The control room for the press



For more information please contact Mark Wall, Press Manager on 01244 833804

Colour works





Notice the difference...
so will your customers

