

CAERNARFON  DENBIGH

HERALD

Be Wise When You Advertise...

Important Advertiser Communication from ABC

If you are accountable for your company's advertising budget then you will want to be sure that you have invested wisely, and that you have achieved the circulation that you have been promised.

ABC is delighted to confirm that **Caernarfon & Denbigh Herald** has proved this with the publication of its latest ABC certificate, providing you with independent evidence that over the period **Jan-Jun 2010** it had an average net circulation of **12,013** copies per issue (**100.0% Paid**).

You don't have to accept a media owner's statement on circulation figures. ABC exists as a not for profit, industry owned organisation to give you independent proof of a title's circulation claims.

As part of its offering to advertisers, **Caernarfon & Denbigh Herald** has submitted to our rigorous industry standard audit which indicates that it:



- Invests in its circulations
- Operates to accepted industry standards
- Provides accurate circulation claims
- Delivers on its circulation promises*

As an ABC member **Caernarfon & Denbigh Herald** provides credible circulation figures which should enhance your advertising opportunity.

ABC membership is not expensive for publishers, what does cost a publisher is the time and money required to maintain a circulation that stands up to independent scrutiny and one with the potential to give you the best advertising results.

Help us to help you by insisting the titles you advertise in provide ABC accredited circulation figures.

View the current ABC certificate for **Caernarfon & Denbigh Herald**, or download an easy to use [guide](#) explaining how to read ABC certificates. Alternatively visit our web site www.abc.org.uk

Martyn Gates
Director Newspapers, ABC

*It is a condition of membership of ABC that publishers continuously report the circulation of all published issues for titles that are registered with us. Provided a title remains registered all circulation claims can be independently verified by visiting www.abc.org.uk

ABC

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ELECTRONIC

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Industry agreed measurement



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