

# In a year like no other, your local news brand has been there with you.

## All **42 million** of you.

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A year ago, we said we'd be there for you. And together we have been through some of the toughest times. As we emerge, we continue to be by your side.

You are not alone.

In fact, over the last 12 months local news brands grew by **3 million readers** to a total readership of **42 million** people a month, as more and more of you sought out your local newspaper – in print and online – for the information, advice and analysis you knew you could trust.

We remain committed to bringing our communities together, publicising the good causes and covering the issues that matter most to you.

Thank you for putting your trust in local media.

JICREG | Life is local. Local news is a lifeline.

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To find out more about JICREG and the power of local news brands visit [www.jicreg.co.uk](http://www.jicreg.co.uk)

Local news media audience numbers from JICREG 2021. For more information visit [www.jicregonline.co.uk](http://www.jicregonline.co.uk) and follow @JICREG #jicreg #lifeislocal on Twitter.