

Media Tracking – January 2010

Learning and Skills Council – South West Region

Date 01/01/2010 – 31/01/2010

Issued By Emma Parker, Communications Manager

Newspapers

The Equivalent Value Media Advertising (EVA) for January 2010, calculated according to Durrants is:

EVA Press - £200,235

329 newspaper clips

Media Analysis

This figure is calculated according to Durrants (our news cutting agency) and includes the total circulation of all papers featuring relevant clipped articles.

Regional circulation: 6,152,958

Key topics	Number of articles – January 2010
Apprenticeships	220
Apprenticeship Week	12
ESF	20
EMA	2
LSC	52
Skills for Life	7
Skills Pledge	10
Train to Gain	6