

# THE PARSON

The Local Newspaper for Parsons Green

## Media Pack 2026

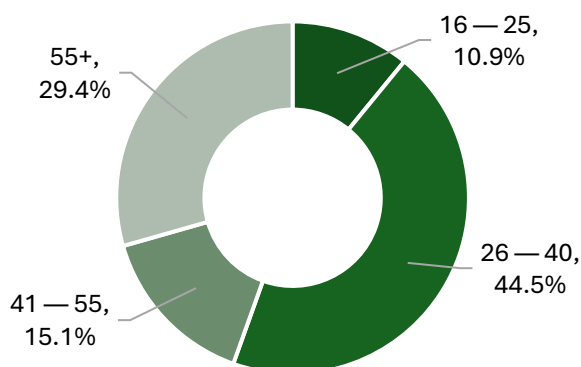
*The Parson* is the independent, hyper-local newspaper for Parsons Green. We publish local news, current affairs, events, columns, puzzles, beer prices and more every month. Copies of the newspaper are hand-delivered every month to approximately 9,000 homes, shops, pubs and cafes across SW6 - an estimated readership of more than 20,000. We are entirely supported by advertising; we have a unique and engaged readership who live, work and shop locally.



Data based on 123 responses to our March 2026 readership survey.

## Who reads *The Parson*?

Our readers are the people who live, work and invest in Parsons Green.

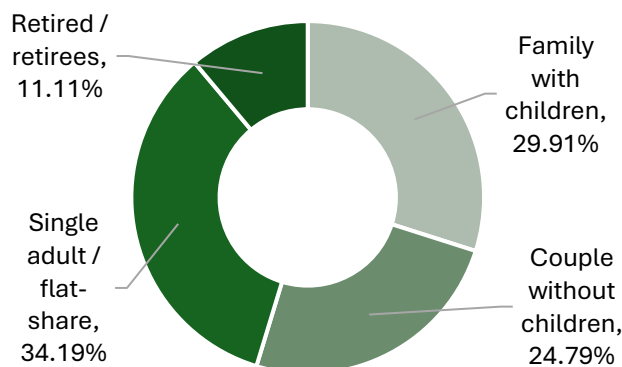


### Age profile

45% of survey respondents are aged 26-40, with our second largest group of respondents those aged 55+. The median age is around 34 - significantly younger than the UK average, especially print newspapers.

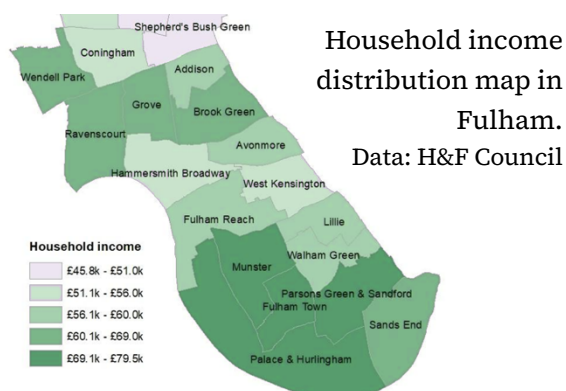
## Household income

Average household income in SW6 is more than £70,000, well above the national average and amongst the highest in the borough. More than half of residents are employed in senior, managerial, or executive roles.



## Household types

A broad mix of household types, including many diverse types of families as well as lots of young professionals living house-shares and young couples living together. Readers expressed an interest in dining, home improvement, children's services, health, and leisure.



## Distribution

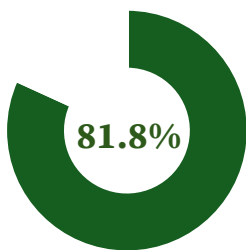
Every issue is hand-delivered to every home in SW6 3, SW6 4, SW6 5 as well as selected streets in SW6 7. Copies are also placed in local pubs, cafes, shops and in the Fulham Library. Our distribution is always increasing, as readers from outside our distribution area often email to request a copy.

## How our readers engage

Our readers treat reading the newspaper like a special event, and take the time to read the whole paper. The newspaper is always full of a varied and interesting news stories, features, articles, columns and pictures.

Section	Always / Often
Local news stories	90%
Pint Markets / Beer Pricing	85%
What's On / Calendar	83%
Letters to the Editor	75%
Guest Column	68%

Keeps *The Parson* for a week or more



Reads each issue more than once

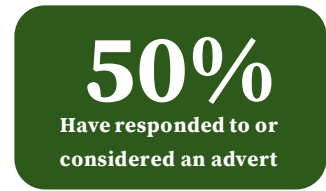


### *They take their time*

Most readers return to the paper more than once and more than 8 in 10 readers keep their copy for at least a week (plus, a whopping 15% keep every issue!). Adverts aren't seen once and thrown away: they're seen multiple times across the month by the whole family.

### *They look to buy*

Half of our readers have responded to an advert in *The Parson*, or seriously considered doing so. That's not passive readership – these are people actively looking to spend money locally, on things they've found in a publication they trust.



## Advertising rates

Format	Size	Price per issue
<b>Double Page Spread</b>	548 x 332mm	£2,500
<b>Full Page</b>	264 x 332mm	£1,500
<b>Half Page</b>	264 x 166mm	£800
<b>Third Page</b>	200 x 180mm	£600
<b>Quarter Page</b>	135 x 165mm	£400
<b>Advertorial</b>	from 20 SCCs	£15/SCC

25% discount available for independent local businesses. Discounts also available for multi-issue bookings and charitable causes. All adverts printed in full colour. Artwork deadline: 15th of the month prior to publication.

## Testimonials from advertisers:

*“Since being listed in The Parson, we’ve had 4 new students join our classes in 1 month who specifically mentioned finding us through the newspaper. It’s an excellent way to reach local residents and has proven to be a valuable and effective channel for spreading the word”*

**Jeff – Incognito Dance**

*“The Parson wrote a brilliant article about one of our exhibiting artists. The morning the newspaper was published, we had a lovely man rush into the Gallery right after opening, express his joy of reading about the artwork, and subsequently bought two prints. In total, we had an additional 6 visitors just that day who had read the article, and wanted to see the artwork.”*

**Alice – 67 Studio**

## What our readers say:

<i>Love the paper. Great way to read about developments in the area</i>	<i>We look forward to it so much! It brings us genuine joy</i>	<i>I’m always pleased when it arrives. Thank you for producing it!</i>
<i>I love the concept</i>	<i>Really like the Parson.</i>	<i>Splendid newspaper</i>
<i>I think it’s wonderful to have a properly local paper!</i>	<i>Love the paper! Particularly impressed with the pint markets (v helpful)</i>	<i>Great to see a local newspaper born and flourishing.</i>
<i>Love the stuff!</i>	<i>I love it!!!!!!</i>	<i>We love receiving The Parson!</i>
<i>I am very proud that Parsons Green have their own newspaper!</i>	<i>Lovely to have a local paper, local history always interesting</i>	<i>It is great to have a newspaper with such a local focus</i>
<i>It is an excellent initiative and I love reading every month</i>	<i>It’s a great idea! Really enjoy it and promotes community</i>	<i>I find the stories about local crime very interesting and surprising.</i>
<i>Enjoy reading the paper</i>	<i>It’s welcome and its FREE</i>	<i>Love it!</i>
<i>Keep up the good work! Great to see local journalism make a return.</i>	<i>Love the paper, so lucky to receive it and enjoy local news! Bravo!</i>	<i>So pleased to have a local paper! Thank you.</i>
<i>We relocated from Canada to London last summer and the parson helps get to know and feel connected to our community.</i>	<i>The delivery of The Parson is an event on our house. We sit down for dinner and flip through and my partner reads out the bits he finds interesting.</i>	<i>He told his colleagues about the beer prices so now the parson also goes with him to work for further discussion (over pints of course).</i>
<i>You’re doing a great job</i>	<i>Keep going!</i>	<i>It’s a great idea. I love it, keep going !</i>
<i>I love a local newspaper!</i>	<i>Delighted to receive it well done all</i>	<i>Fill a very important gap</i>
<i>Keep up the great work!</i>	<i>WE LOVE IT THANK YOU</i>	<i>I love it keep it going!!!</i>
<i>It’s wonderful thank you</i>	<i>I love it</i>	<i>Lovely publication and good font size.</i>
<i>We genuinely look forward to receiving The Parson every month. It is absolutely brilliant.</i>	<i>I look forward to reading it every month</i>	<i>I’ve lived in Parsons Green for many years but have never felt so engaged important/interesting in our borough.</i>
<i>We live in one of the best parts of London and therefore the world, and this paper is like glue bringing the community together.</i>	<i>Always a treat to get it. I love the letters and the pint markets and helpful to talk to neighbours.</i>	<i>I thoroughly enjoy reading all the local news</i>

To advertise in The Parson, please get in touch: [ads@theparson.co.uk](mailto:ads@theparson.co.uk)

Or see our ratecard at: [www.theparson.co.uk/ratecard](http://www.theparson.co.uk/ratecard)

Readership based on industry analysis and H&F’s average household size of 2.25:

<https://pamco.co.uk/wp-content/uploads/2022/11/PAMCo-Why-publications-have-different-readers-per-copy.pdf>

<https://www.lbhf.gov.uk/councillors-and-democracy/about-hammersmith-fulham-council/borough-profile/2024/who-we-are#:~:text=The%20average%20household%20size%20is%202.25%20persons>