



# Advertising with Wirral Council

At-a-glance media factsheet for local businesses. [Reach local people in a brand-safe environment they trust](#)


## Unique web users

 **100,725**

Per month

*How many individuals will see ads on the website*

## Target by location

 Reach locals in:  
Merseyside borough  
including the towns of  
Birkenhead, Wallasey &  
West Kirby

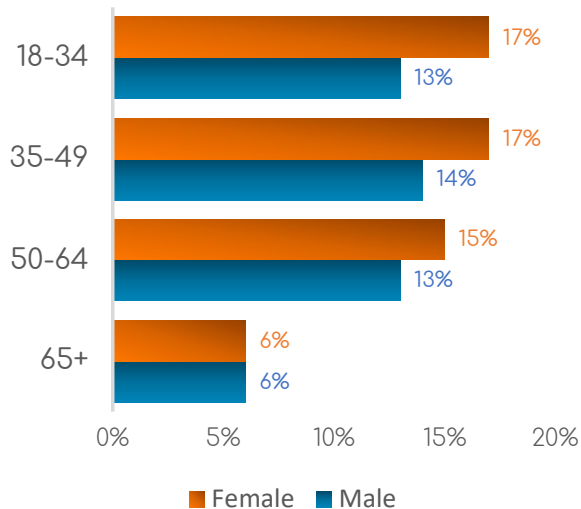
## Measure performance

Know how many people see &  
click on your advert – updated  
each week

## Great positioning

Across the top of each webpage  
on the website - in rotation with  
other quality brands

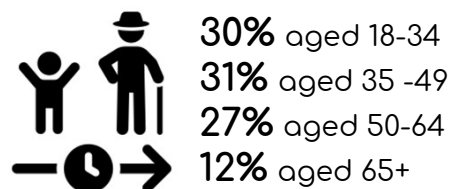
## Gender




## Gender

 On average  
**54%**  
of people who visit the website are  
**women**


## Age



## Children

 **34%**  
of the audience have  
under-17s at home

## Interests

 Compared to the average internet user, visitors to  
this website are 11x more likely to be interested  
in the **Environment**, 6.4x more likely to be  
interested in **Careers Research**, and 3.9x more  
likely to be interested in **Small Business**

## Income

 **48%**  
earn up to £30k a year  
**33%** earn £30-50k  
**19%** earn £50k+

## Education

 **29%**  
of website visitors  
went to university

Full details & advertising request form go to: <https://can-digital.net/can-local/>