

Selected Publications and Activity - Regular Police Advertising Costs FY2002/2003

| Activity/Publication | Actual | | | Forecast | | | |
|--------------------------------|------------------------|----------------------------------|-----------------------|---|------------------------------|--------------------------------|----------------------|
| | Cost £ ¹ | Number Enquiries ² | Cost Per Enquiry £ | Forecast Applications Returned ⁴ | Cost Per Application £ | Forecast Yield ⁵ | Cost Per Joiner £ |
| Sun | 174,688 | 765 | 228 | 99 | 1,757 | 25 | 7,026 |
| Cosmopolitan | 74,317 | 211 | 352 | 27 | 2,709 | 7 | 10,837 |
| Daily Express | 66,276 | 131 | 506 | 17 | 3,892 | 4 | 15,567 |
| Daily Mail | 69,994 | 436 | 161 | 57 | 1,235 | 14 | 4,940 |
| Daily Mirror | 131,089 | 277 | 473 | 36 | 3,640 | 9 | 14,561 |
| Daily Star | 69,110 | 112 | 617 | 15 | 4,747 | 4 | 18,986 |
| Daily Telegraph | 24,114 | 44 | 548 | 6 | 4,216 | 1 | 16,863 |
| Evening Standard | 313,906 | 1,905 | 165 | 248 | 1,268 | 62 | 5,070 |
| Gay Times | 1,731 | 3 | 577 | Unlikely to yield applications | | | |
| Guardian | 10,083 | 162 | 62 | 21 | 479 | 5 | 1,915 |
| Independent | 5,071 | 59 | 86 | 8 | 661 | 2 | 2,645 |
| Internet | 47,656 | 12,140 | 4 | 1,578 | 30 | 395 | 121 |
| Kent Messenger | 4,774 | 2 | 2,387 | Unlikely to yield applications | | | |
| Metro | 140,368 | 778 | 180 | 101 | 1,388 | 25 | 5,551 |
| Mirror | 13,333 | 277 | 48 | 36 | 370 | 9 | 1,481 |
| New Woman | 7,298 | 4 | 1,824 | Unlikely to yield applications | | | |
| Pathfinder | 12,443 | 12 | 1,037 | 2 | 7,976 | Unlikely to yield joiners | |
| Police Review | 177,068 | 127 | 1,394 | 17 | 10,725 | 4 | 42,900 |
| She | 19,380 | 9 | 2,153 | 1 | 16,564 | Unlikely to yield joiners | |
| South London Press | 75,580 | 149 | 507 | 19 | 3,902 | 5 | 15,608 |
| Springboard | 316,412 | 156 | 2,028 | 20 | 15,602 | 5 | 62,409 |
| Sunday Observer | 8,185 | 4 | 2,046 | Unlikely to yield applications | | | |
| Grand Total³ | 1,762,874 | 17,763 | 99 | 2,308 | 764 | 576 | 3,060 |

Notes

¹ Costing information derived from purchase order information supplied by the Advertising & Marketing department.

² Enquiry data derived from REG & MetHR, and only relate to those respondents who stated the advertising source during their contact with the call centre; consequently, the real number of enquiries for each source may be considerably greater.

³ The cost for each advertising source includes the production and media-buying costs, but do not include the monthly fees charged by the advertising agency.

⁴ The forecast number of applications received has been calculated on a return rate of 13%.

⁵ The forecast number of recruits has been calculated using an application success rate of 25%.