

The Advertiser & Times Ltd

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The New Milton Advertiser and Lymington Times (A&T) deliver a vital service to the local community by providing a regular forum for local news and information sharing. The team of journalists source, select and transcribe topical, local news stories to recount and share with an audience of over 50,000 loyal weekly readers.



Stories range from big local headlines to small heart-warming tales, but all have equal significance when it comes to their measure of importance in bonding the community together with shared knowledge.

In an effort to engage a younger audience, the A&T gave a lecture at Ballard School to children from several New Forest schools about the publishing industry and journalism. Educational institutions are welcome to access archive papers dating back to the early 1900s, which give a fascinating window into days gone by. Surplus papers are used by local schools for paper mache modelling. The A&T



newspapers are collected by a representative of The Talking Books charity on a weekly basis so that those with blindness or impaired vision can share all the local news too.

Not just a one-way street, the A&T provides a forum for readers to write in and air their own views to be printed in the

Letters to the Editor column, thus promoting healthy discussion about local issues that matter to the community.

The papers offer a platform for local business people and individuals to place their advertisements in order to offer goods and services, employment, sales and promotions, and information on events and community-based fun.

