

## Supplementary File 11 Details of regional newspapers public adverts appeared in

Region	Publication	Date of advert	Page number
East of England	Cambridge News	09/10/2020	3
East of England	Essex Chronicle	15/10/2020	8
North East	The Chronicle	09/10/2020	20
North East	Evening Gazette	16/10/2020	15
Yorkshire & The Humber	Hull Daily Mail	09/10/2020	5
Yorkshire & The Humber	Grimsby Telegraph	16/10/2020	4
East Midlands	Leicester Mercury	09/10/2020	8
East Midlands	Derby Telegraph	16/10/2020	31
North West	Liverpool Echo	09/10/2020	12
North West	Manchester Evening News	16/10/2020	9
West Midlands	Stoke Sentinel	09/10/2020	9
West Midlands	Birmingham Mail	16/10/2020	22
South East England	Surrey Advertiser	09/10/2020	18
South West England	Western Morning News	09/10/2020	5
South West England	Western Daily Press	16/10/2020	19