



GAZETTE & HERALD

- **Reputable:** The Gazette & Herald has served the local community in Ryedale for more than the past 200 years since 1790
- **Up to date:** On the 26th November 2008 the Gazette & Herald had a makeover and its size was changed from a broadsheet to a compact newspaper providing a more user friendly read for our regular weekly readers
- **Affluent readership:** 15,678 (53%)* of the readers are of social grade ABC1 who have disposable income (*JICREG April 2010)
- **Award winning journalists and photographers:** Top quality writing and once in a lifetime photos on issues ranging from local sport, business news to leisure
- **Retention value:** The Gazette & Herald is a weekly publication and a substantial read which is referred back to over its weekly shelf life
- **Rural coverage:** It contains information and news relating to farming and equestrian matters which is relevant to its readers
- **Online:** The gazetteherald.co.uk has over 69,000* page impressions read by over 13,500* users each month (*Omniture July-Dec 2009 monthly average)



Key Facts (*ABC July-Dec 2009 100% paid, **JICREG April 2010, ***April 2010)

- A **regional** weekly compact
- Priced at **75p**
- **11,797*** copies are bought each week
- Read by **29,644**** adults every week
- Each copy is read by **2.8**** adults
- Advertise in 4 issues and your advertisement can be seen by **40,125***** potential customers



Circulation 100% paid

The Gazette & Herald Survey (Newsquest Yorkshire, Autumn 2006)

- **94%** of our readers buy it every week
- **47%** of our readers spend 30mins-1 hour reading their copy
- **54%** of our readers read ¾ of their copy

The Wanted Ads - Yorkshire (The Newspaper Society / GFK NOP Media 2006)

- **55%** of adults spend most of their money within 10 miles of their home
- **63%** of adults believe the local press represents their area best
- **80%** of regular readers and 83% of occasional readers have taken action due to advertising in a local paper

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Circulation map (JICREG April 2010)



Key locations readership (JICREG April 2010)

Location	Average issue readership	Reach %	Location	Average issue readership	Reach %
Boroughbridge	122	1.72	Scarborough	555	1.53
Bridlington	40	0.1	Scarborough Rural	1634	6.71
Flamborough	16	0.15	Selby	21	0.06
Driffield	333	1.69	Sherburn-In-Elmet	8	0.09
Driffield Rural	156	1.39	Snaith Rural Area	12	0.11
Filey	14	0.02	Tadcaster	17	0.16
Harrogate	8	0.05	Thirsk	266	3.56
Knareborough	8963	49.38	Thirsk Rural	2368	20.04
Malton	56	0.54	Wetherby	152	0.73
Market Weighton	37	0.28	Whitby	1455	1.05
Northallerton	6	0.04	York	3912	4.97
Northallerton Rural	9485	59.62	York Rural		
Pickering					

2,936* more copies of the Gazette & Herald are bought each week than its closest competitor in **Malton** (*JICREG April 2010)

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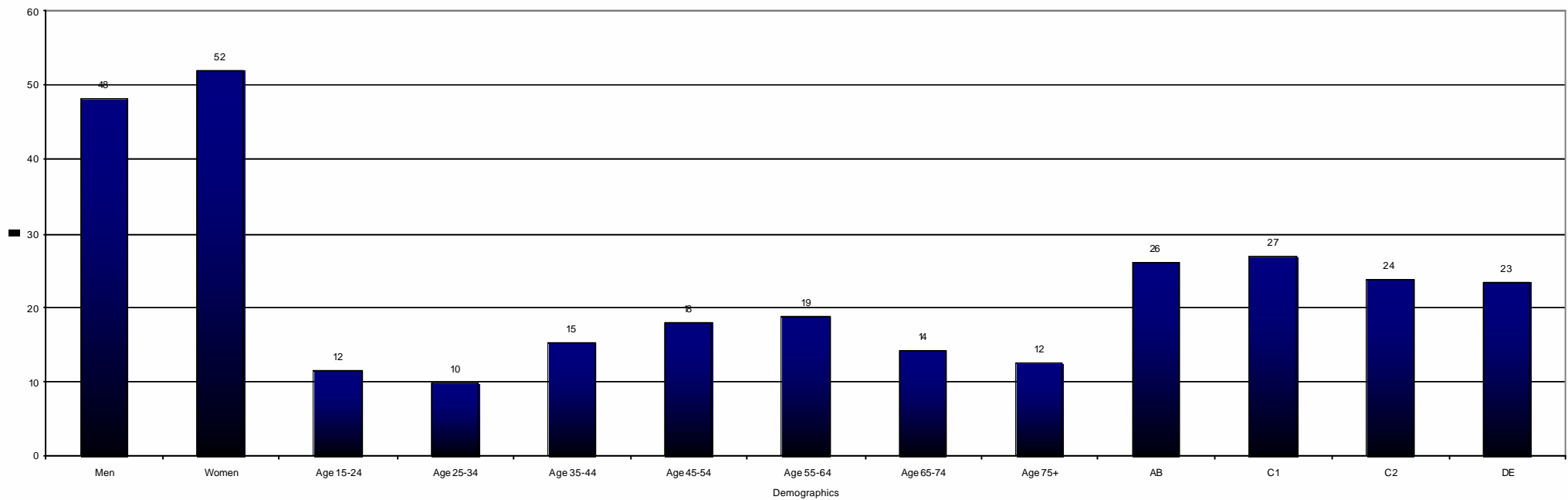
• thepress.co.uk

• gazetteherald.co.uk



Readership Profile (JICREG April 2010 modelled)

Reader Profile (JICREG April 2010 modelled)



53%* of our readers are ABC1
 (*JICREG April 2010)

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