



THE PRESS

• **Reputable:** The Press was founded in 1890 and remains the unrivalled publication for news, sport, features, entertainment in and around York

• **2 distinctive editions:** There is the main issue and the Selby edition which has a daily print run 1,800 copies

• **Up to date:** Over the past few years The Press has undergone a number of improvements. In April 2008 The Press had a revamp with a change in branding, typography and colour palette. In April 2006 the name changed from The Evening Press to The Press and changed from an evening paper to a morning paper. In September 2004 the format was changed week round from broadsheet to compact after extensive research

• **Affluent readership:** 46,276 (62%)* of the readers are of social grade ABC1 who have disposable income (*JICREG July-Dec 2009)

• **Award winning journalists and photographers:** Top quality writing and once in a lifetime photos on issues ranging from local sport, business news to leisure

• **Online:** thepress.co.uk has over 1.9* million page impressions read by over 179,000** users each month (*Omniture July-Dec 2009 monthly average, **ABCe July-Dec 2009 monthly average)



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

- A **regional** morning compact
- Priced at **45p**
- **28,661** (Mon-Sat daily average)* copies are bought each day
- Read by **75,232**** adults every day
- Each copy is ready by **2.6**** adults
- Advertise in 6 issues and your advertisement can be seen by **115,428***** potential customers



Circulation 100% paid

The Press Survey (Newsquest York, Autumn 2006)

- **86%** of our readers buy it everyday
- **40%** of our readers spend 30mins-1 hour reading their copy
- **52%** of our readers read ¾ of their copy

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

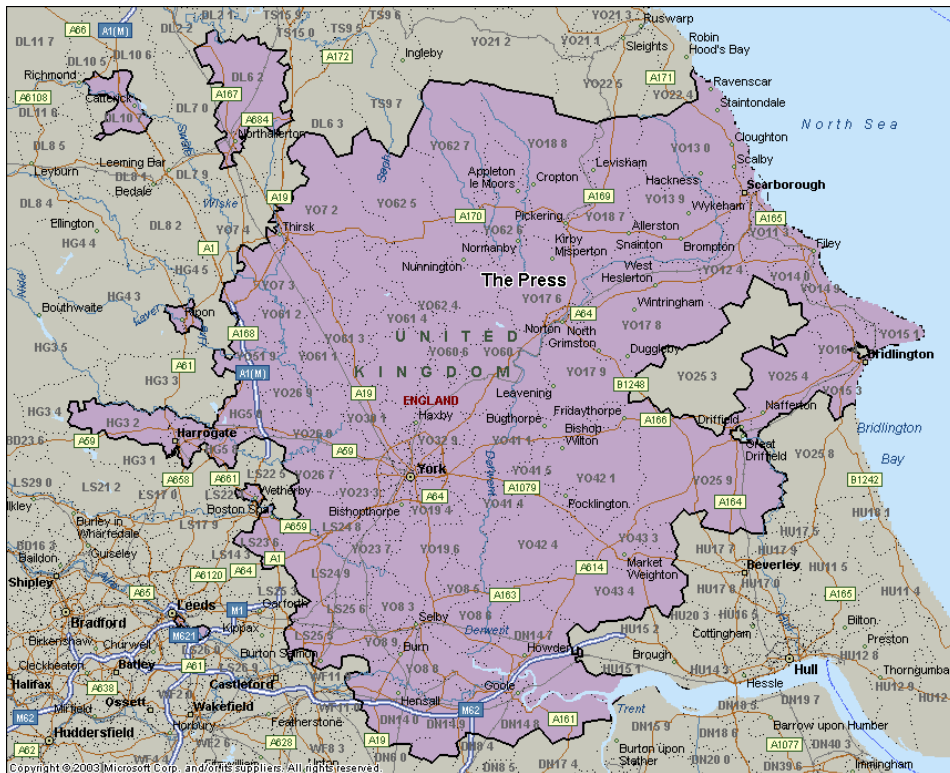
- **55%** of adults spend most of their money within 10 miles of their home
- **63%** of adults believe the local press represents their area best
- **80%** of regular readers and **83%** of occasional readers have taken action due to advertising in a local paper

Let us help you get the right response





Circulation map (JICREG April 2010)



Key locations readership (JICREG April 2010)

Location	Average issue readership	Reach %	Location	Average issue readership	Reach %
Boroughbridge	263	3.70	Pickering	779	4.90
Bridlington			Richmond Rural	131	0.81
Flamborough	87	0.23	Ripon	22	0.15
Driffield	5	0.04	Scarborough	112	0.31
Driffield Rural	85	0.43	Scarborough Rural	64	0.26
Filey	75	0.68	Selby	2852	7.91
Goole	71	0.34	Sherburn-In-Elmet	358	3.98
Harrogate	220	0.30	Snaith Rural Area	114	1.07
Howden	36	0.60	Tadcaster	1378	13.05
Knaresborough	49	0.32	Thirsk	186	2.49
Malton	1934	10.65	Thirsk Rural	253	2.14
Market Weighton	319	3.08	Wetherby	172	0.79
Northallerton	58	0.43	York	48718	35.17
Northallerton Rural	5	0.04	York Rural	16886	21.47

17,364* more copies of The Press are bought each day than its closest competitor in **York** (*JICREG April 2010)

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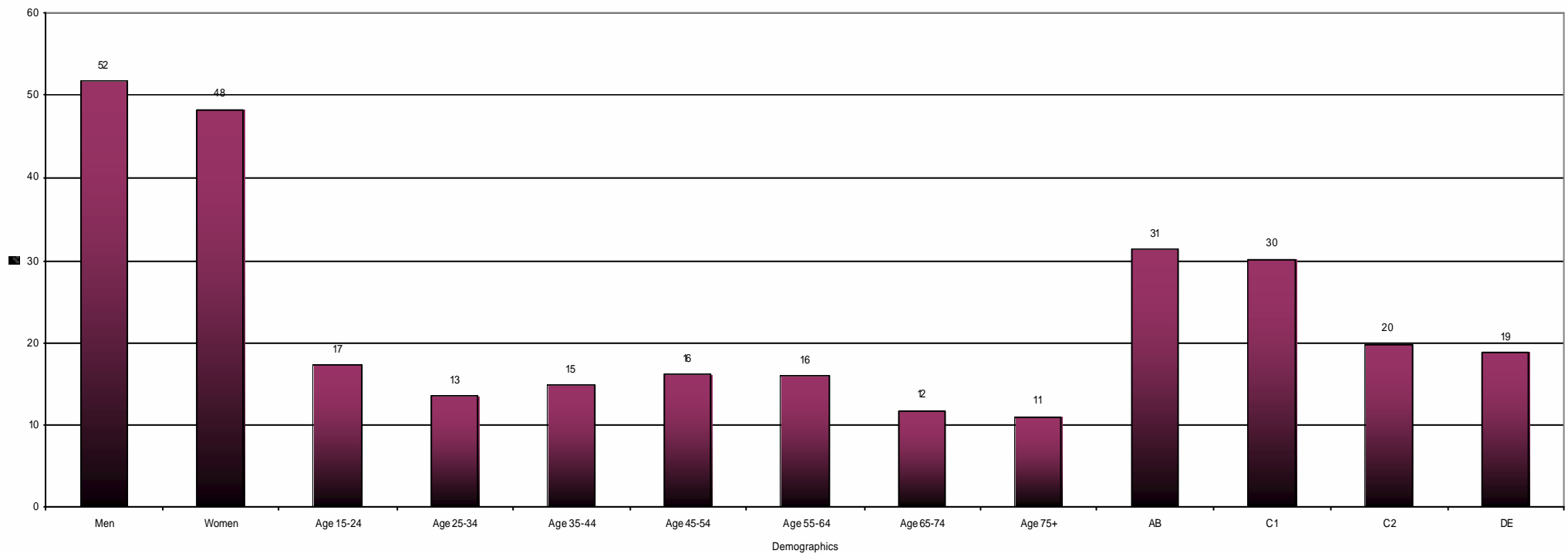


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Readership Profile (JICREG April 2010 modelled)

Reader Profile (JICREG April 2010 modelled)



61%* of our readers are ABC1 (*JICREG April 2010)

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Advertising Platforms

- **Monday:** Sports Press
- **Tuesday:** Women on Tuesday, Business on Tuesday, Business Press Monthly supplement (1st Tuesday of the month)
- **Wednesday:** Recruitment, Education on Wednesday, Education Matters supplement (selected dates throughout the year), House Home & Garden supplement (selected dates throughout the year)
- **Thursday:** Property Press supplement (fortnightly), New Homes & Lettings supplement (fortnightly), Families on Thursday, Music Reviews
- **Friday:** Drive supplement, Twenty4seven supplement, Matters of Taste, Health Matters, Weekly Bites
- **Saturday:** Recruitment, Park Life, Life & Times



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