



## BUSINESS & EDUCATION ADVERTISING OPPORTUNITIES

### THE PRESS



- Business and Education opportunities appear everyday in display and classified providing you with numerous opportunities to target customers in York and North Yorkshire
- The main business platform runs every Tuesday
- The main Education platform runs Wednesday
- The Business Press is circulated with The Press on the first Tuesday of every month
- The Education Matters supplement is circulated with The Press around key education dates throughout the year



- Business and Education opportunities appear throughout the display and classified sections, which is published every Thursday, providing you with the opportunity to reach your target customers in York and Selby

**thepress.co.uk and gazetteherald.co.uk**



- Advertisers can advertise throughout our sites or on the specific business and education channels to reach local and international customers



- A quality up-market lifestyle magazine specifically distributed to **15,000** AB households in villages in North Yorkshire and in selected outlets who attract affluent people every month
- Business and Education opportunities appear throughout the display and classified sections

**Let us help you get the right response**

### GAZETTE & HERALD



- Business and Education opportunities appear throughout the display and classified sections, which is published every Wednesday, providing you with the opportunity to reach your target customers in Ryedale
- The Education Matters supplement is circulated with the Gazette & Herald around key education dates throughout the year





- Distributed to **40,000** households and available in targeted outlets in and around York each month, including Tesco and Co-Op
- Business and Education advertising opportunities are available throughout the publication

• **Spend:** In Yorkshire **60%** \*\* of adults spend most of their money within ten miles of their home, showing how local life is

• **Local Press works: 9 out of 10\*** local press campaigns work, showing that to reach your customers our multimedia portfolio provides numerous ideal platforms

• **The strength of local press:** In Yorkshire **80%\*\*** of regular readers take action on an advertisement in a local newspaper, once again providing evidence that local press works

• **Advertising works:** In Yorkshire **61%\*\*** of adults read any advertising in their local newspaper, proving that advertising works

• **Qualifications: 65%\*** of adults within our total circulation area are educated to GCSE or Degree level, showing that adults within our area are well educated and therefore will be interested in education and business matters

• **Employment: 68%\*** of adults within our total circulation area are economically active, showing that they will be interested in education and business

• **Occupation: 50%\*** of adults within our total circulation area are either employed as managers or within a professional occupation, which will have interest in these platforms

• **Industry: 17%\*** of adults within our total circulation area work in retail and wholesale trade

• **The Press: 60%\*\*\*\*** of the readers in York are ABC1s, with **29%\*\*\*\*** aged 35-44 and **15%\*\*\*\*** aged 25-34

• **Gazette & Herald: 50%\*\*\*\*** of the readers in Malton are ABC1s, with **34%\*\*\*\*** aged 35-44 and **12%\*\*\*\*** aged 25-34

• **York and Selby Star: 53%\*\*\*\*** of the readers in Selby are ABC1s, with **38%\*\*\*\*** aged 35-44 and **12%\*\*\*\*** aged 25-34

(\*BMRB: Experian 2008, \*\*Conversion Study - The Newspaper Society 2003, \*\*\*The Wanted Ads - The Newspaper Society & GFK NOP 2006, \*\*\*\*JICREG April 2010)

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