



THE PRESS

Daily circulation: 28,661 (100% paid, Mon-Sat daily average)*
Daily readership: 75,232 (average of 2.6 readers per copy)**

GAZETTE & HERALD

Weekly circulation: 11,797 (100% paid)*
Weekly readership: 29,644 (average of 2.7 readers per copy)**

THE PRESS.co.uk

Monthly average page impressions: 1,964,747***
Monthly average unique users: 179,594****
Weekly average unique users: 51,152*****

GAZETTE & HERALD.co.uk

Monthly average page impressions: 69,727***
Monthly average unique users: 13,899***

yorkand selby the star

Weekly circulation: 49,254 (100% free)*
Weekly readership: 74,655 (average of 1.5 readers per copy)**

Unduplicated audience

One insert in each newspaper: 153,846*****
One month (6 inserts in The Press, 1 insert in the Gazette & Herald, 1 insert in the York & Selby Star, 1 month on thepress.co.uk and gazetteherald.co.uk): 236,990*****



Source: *Audit Bureau of Circulation (ABC) July-Dec 2009, **The Joint Industry Committee for Regional Press Research (JICREG) April 2010, ***Omniure July-Dec 2009 monthly average, ****ABCe July-Dec 2009 monthly average, *****ABCe July-Dec 2009 weekly average, ****Telmar April 2010

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