



THE PRESS.co.uk

local news, sport, families, houses, jobs, cars, what's on, live travel and much more

GAZETTE & HERALD.co.uk

local news, sport, farming, equestrian, jobs, cars, houses, families and much more

THE PRESS

1,964,747* page impressions

179,594 unique users**

Source:

* Omniture July - Dec 2009 monthly average

** ABCe Jan - Dec 2009 monthly average

GAZETTE & HERALD

69,727* monthly page impressions

13,899* monthly unique users

Source:

* Omniture July - Dec 2009 monthly average



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News: Over **846,000*** pages are viewed every month by more than **96,000*** people



Sport: Over **198,000*** pages are viewed every month by more than **42,000*** people



Leisure: Over **41,000*** pages are viewed every month by more than **18,000*** people



(Source: *Omniure April 2010, **NMS Online Survey – North East, July 2010)

Jobs: Over **165,000*** pages are viewed every month by more than **14,000*** people ~ **7 out of 10**** of our users would use our newspapers or sites when job hunting



Homes: Over **50,000*** pages are viewed every month by more than **3,500*** people ~ **7 out of 10**** of our users would use our newspapers or sites when property searching



Cars: Over **27,000*** pages are viewed every month by more than **2,500*** people



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News: Over 30,000* pages are viewed every month by more than 10,000* people



Sport: Over 3,500* pages are viewed every month by more than 2,000* people



Equestrian: Over 900* pages are viewed every month by more than 450* people



Jobs: Over 7,000* pages are viewed every month by more than 650* people ~ 7 out of 10** of our users would use our newspapers or sites when job hunting



Homes: Over 3,000* pages are viewed every month by more than 500* people ~ 7 out of 10** of our users would use our newspapers or sites when property searching



Cars: Over 1,500* pages are viewed every month by more than 150* people



(Source: *Omniure April 2010, **NMS Online Survey – North East, July 2010)

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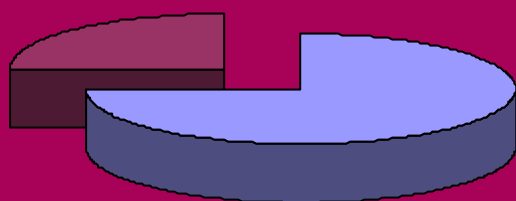
GAZETTE & HERALD

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Why use thepress.co.uk?

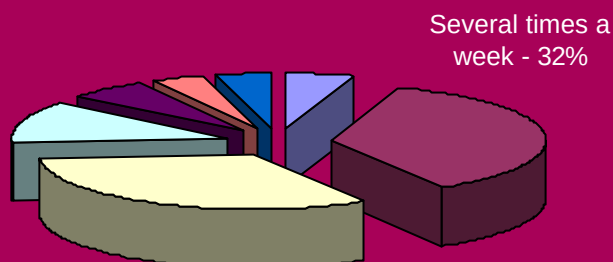
Our users live locally

No - 25%



Yes - 75%

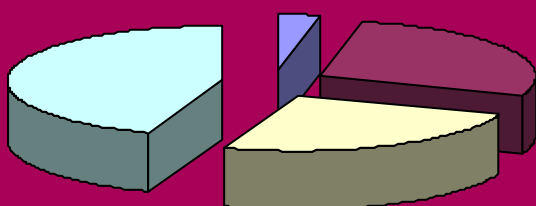
36%* of our users visit our sites every day



Every day - 36%

45%* of our users spend over 10 hours a week online

More than 10 hours a week - 45%



By advertising once in The Press and for one month on thepress.co.uk you will reach **47%**** of the adults in York, which is **42%**** more than our closest competitor

(Source: *NMS Online Survey – North East, July 2010, **JICREG April 2010)

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thepress.co.uk user profile

(NMS Online Survey – North East, July 2010)

	%		%
Sex		Position at work	
Male	57	Managing Director / Chief Executive	3
Female	43	Director	3
Age		Qualified professional	18
Under 16	2	Senior Manager	8
16 to 17	1	Manager	12
18 to 24	5	Junior Manager	4
25 to 29	5	General member of staff	27
29 to 34	8	Support person	5
35 to 39	8	Trainee / entry level	1
40 to 45	12	Own / run business	7
45 to 54	23	Other	12
55 to 59	12	Children in HH under the age of 15	
60 to 64	11	Yes	25
65 to 75	10	No	75
75 to 85	2	Marital Status	
85 +	1	Single	17
Work status		Married	59
Full time	47	Co-habiting	13
Part time	10	Divorced / separated	7
Self employed, with staff	2	Widowed	3
Self employed, no staff	6	Home Ownership	
Student	4	Own home outright	33
Retired	21	Own home with a mortgage	40
Housewife	3	Rented through a local authority / housing association	8
Not employed and seeking work	4	Rented privately	12
Not employed and not seeking work	3	Live with parents	5
		Other	2

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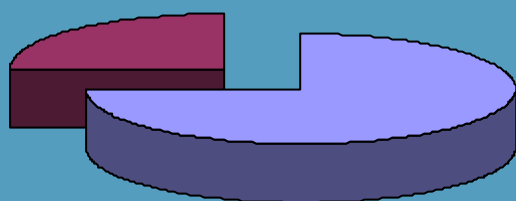
THE PRESS

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Why use thepress.co.uk?

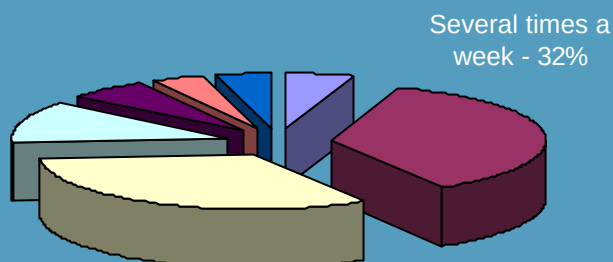
Our users live locally

No - 25%



Yes - 75%

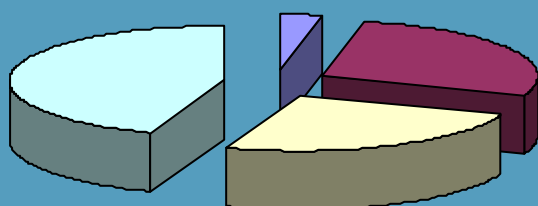
36%* of our users visit our sites every day



Every day -
36%

45%* of our users spend over 10 hours a week online

More than 10 hours
a week - 45%



By advertising once in the Gazette & Herald and for one month on the gazetteherald.co.uk you will reach

49%** of the adults in Malton,
which is **31%**** more than our
closest competitor

(Source: *NMS Online Survey – North East, July 2010, **JICREG April 2010)

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Creatives

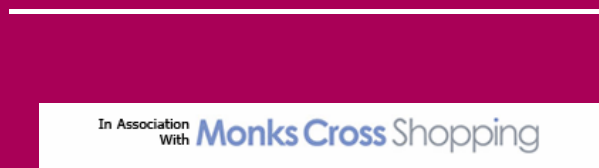


Top Leaderboard:

720x90 pixels ~ prominent position as it is at the top of the page so is the first thing people see ~ artwork can alternate ~ rates start from £10.00 per thousand page impressions

Bottom Leaderboard:

720x90 pixels ~ good position as follows people's flow of reading ~ artwork can alternate ~ rates start from £10.00 per thousand page impressions



Sponsorship:

310x30 pixels ~ excellent brand awareness tool ~ fixed tenancy appearing at the top right hand side of the page, underneath the navigation bar, so people can see it every time they go onto a page ~ rates start from £50 per month



Local button:

120x60 pixels ~ excellent branding tool ~ drives traffic ~ appears on the right hand side of the page so follows people's flow of reading ~ rates start from £6.00 per thousand page impressions

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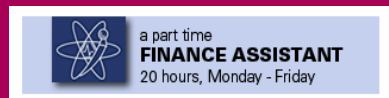
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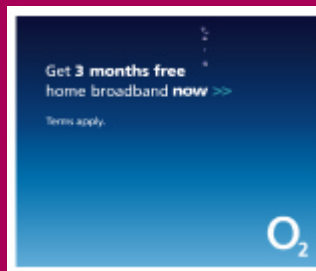
69,727* page impressions 13,899* unique users

Creatives



Mini banner:

300x60 pixels ~ artwork can alternate ~ great use for branding ~ appears on the right hand side of the page so it follows people's flow of reading ~ rates start from £4.00 per thousand page impressions



MPU:

300x250 pixels ~ highly creative ~ engages with the client ~ appears on the right hand side of the page so follows people's flow of reading ~ rates start from £10.00 per thousand page impressions

Skyscraper:

120x600 pixels ~ continuous presence down the right hand side ~ creates a great company image ~ rates start from £10.00 per thousand page impressions



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Creatives



Hotspot:

120x120 pixels ~ excellent branding tool ~ drives traffic ~ appears on the right hand side of the page ~ rates start from £6.00 per thousand page impressions



Bottom banner:

468x60 pixels ~ only appears on article pages ~ great branding tool ~ rates start from £6.00 per thousand page impressions

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Rate card

	Run of site	News	Home page	Sport / Leisure / Business / Education	Jobs	Homes	Cars
Creative type	Rate are per 1,000 page impressions						
Banner 468x60 pixels	£6.00	£7.00	£8.00	£7.00	£7.00	£7.00	£7.00
Leader board 720x90 pixels	£10.00	£12.00	£16.00	£12.00	£20.00	£12.00	£12.00
MPUs 300x250 pixels	£10.00	£12.00	£16.00	£12.00	£20.00	£12.00	£12.00
Skyscrapers 120x600 pixels	£10.00	£12.00	£16.00	£12.00	£20.00	£12.00	£12.00
Hotspot 120x120 pixels	£6.00	£8.00	£8.00	£6.00	£6.00	£6.00	£8.00
Local button 120x60 pixels	£6.00	£8.00	£8.00	£6.00	£3.50	£6.00	£8.00
Mini banner 300x60 pixels	N/A	N/A	N/A	N/A	£12.00	£4.00	£4.00
Sponsorship	Prices on request						

Campaign	Campaign type	Creative	Weighting*
Light	Brand awareness	Banner, hotspot	10% of monthly page impressions
Medium	Push new area of business	Banners, Leaderboards, MPUs, Skyscrapers	25% of monthly page impressions
Heavy	New client launch	All creatives to be used	50% of monthly page impressions
*This can refer to run of site or specific channels			

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Don't just take our word for it

Barnitts
home & garden

After purchasing an online shopping basket after years of traditional trading (allowing people to shop online) It means that potentially I can add substantial revenue to my business in my first year online, because now people can purchase anywhere in the world, anything of the day. Traditionally I am a York based business targeting the people of York and North Yorkshire, not anymore, I have orders from all over the UK and even Europe.



By having a website simply opens us up to the World Wide Web. We are amazed how many responses we get from Google who can tell us how many people have searched for us and how they did it.

Monks Cross Shopping

Where else can you reach over 500,000 people in 3 weeks marketing. Over 345 people clicked through to our website, to find out more about us, all local York residents. We will shortly be running a call to action campaign soon or a money off voucher promotion due to the results of our online campaign.

Swallow Hall

We had a restaurant on our site which we no longer own, and you wouldn't believe how many enquiries we had about food and Sunday Roasts....it made me think *Why Did We Sell It!!!!*



We were amazed by the high level of traffic on the site, it delivers in excess of 60,000 page impressions a day... all these people are looking at the fast breaking news stories locally and nationally that are always being updated. We actually move our message around the site using different creative and channels, this means we can reach a whole wide range of people increasing our audience variety.



We turnover in excess of £1500 a month, just with our online shop. People purchase from all over the world. I believe that we wouldn't be able to continue without the proceeds of the shop online, in simple terms it is so easy for anyone to purchase anywhere, this obviously helps our turnover too, people do purchase when visiting, but its only once they get home and tell relatives that they come back and visit online for more, or to choose the exact gift they want

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Our users agree too

Hello,

I was just enjoying reading some of your online content and registered with your website but thought to take a moment and thank you for making your content available in this way.

I am addressing this to your sales team in the hope that what I'm about to say helps you convince advertisers of the value of your site.

My wife and I visited York and Ripon for two weeks in May of this year and returned, bringing two others with us, in October. We all had enjoyed York before but, this time, our visits were made even more enjoyable through information we obtained through your website. Your information and advertisements were helpful in:

1. Selecting the time for our visit according to events taking place,
2. Choosing accommodations,
3. Selecting restaurants to try,
4. Purchasing gifts for friends who were not able to travel with us,
5. Determining the most effective means of travel.

We live in Palmer, Alaska; it takes us nearly a full day of flying to get to The UK plus train travel of effectively a half day, so making the most of our time with you is very important to us. You at The Press have been a huge help to us all!

Thank You,
Les Brown.

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Say hello to Paul,

Paul, aged 40, is a married family man who has lived in York all of his life.

He works full time as a qualified professional for the Government with an annual household income of £40,000.

He owns his own house with a mortgage.

He accesses the internet everyday, mainly from home on his laptop, for over fifteen hours a week online, buying goods online once a month.

He reads thepress.co.uk several daily to keep up to date with all the local news and sport across the region.

Why does the internet work?

The internet* is no longer classed as a luxury, but a necessity (theguardian.co.uk, July 2010)



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Why does the internet work?

The UK has become the **first** major economy where advertisers spend more on internet advertising than on television advertising, with a record £1.75bn online spend in the first six months of 2009 (IAB Report,

Newsquest Digital Media News, October 2009)

Say hello to Nicola,

Nicola, aged 29, is a single lady, without any children, living in the York area.

She works full time in Education with an annual household income of £20,000.

She owns her apartment with a mortgage.

She accesses the internet everyday, mainly from home for over five hours a week online, buying goods online several times a month.

She reads thepress.co.uk several times a week to keep up to date with what's going on across the region.



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Why does the internet work?

The UK is miles ahead of other European countries when it comes to buying online. Between 2005 and 2007 sales rose by **75%*** (*Mintel E-commerce report press release, April 2008)

Say hello to Mary,

Mary, aged 64, is a married retired lady living in Malton.

She owns her own house with a mortgage, with her partner.

She reads the Gazette & Herald and accesses the internet everyday from home for up to nine hours a week, buying goods online up to once a month.

She reads the gazetteherald.co.uk several times a week to keep up to date with all the local news and events across the region.

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