



ENTERTAINMENTS & LEISURE ADVERTISING OPPORTUNITIES

THE PRESS



- Sections appear daily throughout the display and classified section providing numerous opportunities for you to reach your target market
- Each Friday the weekly entertainments supplement; Twenty Four Seven appears in The Press
- On the menu appears in Twenty Four Seven exclusively to 8 restaurants each week
- A Holiday platform appears once a month on a Saturday
- Adhoc features and supplements are also produced

GAZETTE & HERALD



- Advertising opportunities appear throughout the newspaper in both display and classified, which is published every Wednesday, providing you with the opportunity to reach potential customers in the Ryedale area



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

thepress.co.uk and gazetteherald.co.uk



- Our online leisure and tourism platforms, which include reviews, walks, days out and holidays, provide you with the ideal platforms in reaching your customers both locally and internationally

Living YORKSHIRE



- 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
- Entertainment and Leisure opportunities appear throughout the display and classified sections

Let us help you get the right response

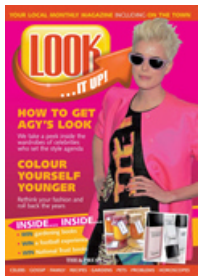




Living restaurant guide



- With a distribution of **15,000** Yorkshire Living Restaurant Guide is distributed three times a year in March, July and October. **10,000** are distributed to AB households in York and the surrounding areas, while a further **5,000** are available in AB targeted outlets around the area. Outlets include Hotels, Golf establishments, restaurants and fashion outlets



- Distributed to **40,000** households and available in targeted outlets in and around York each month, including Tesco and Co-Op
- It contains a round up of all of the entertainment venues and attractions for the coming month

FREE Visitor guide



- The guide is a free pick up that is available at tourist information centres and hotels across North Yorkshire meaning you will target the audience you need to reach.
- The York Free Guide has a distribution of **10,000** copies three times a year in January, June and October, which will specifically target the visitor market

York visitor guide



- The Annual Visitor Guide is a full colour free pick up yearly A4 publication, with a circulation of 10,000, charged at £1 per copy
- It has a good mix of advertising and listings. The key benefits of this product are that it is paid, has a long retention value and is available in places where tourists visit
- 10,000** copies are available in Hotels, Newsagents, Shops, Tourist Information Centres and Garages across York

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•**10,000** copies are distributed twice a year to the golf courses and high end car show rooms, supermarkets and gyms including Castle BMW, Sainsbury's and David Lloyd across York and North Yorkshire providing you with the opportunity to showcase your course, facilities and packages to over 10,000 golfers in North Yorkshire who might otherwise not have known what you have on offer

•**Travel:** People will travel up to **7.4 miles*** to eat out, **6.7 miles*** for the cinema, **11.7 miles*** for the theatre and **9.8 miles*** for shopping for pleasure, showing that life is local and our multimedia portfolio can provide ideal platforms for you to reach your target market (Base; all who take part in each activity)

•**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. **55%****** of our Press readers and **60%******* of our Gazette & Herald readers read the entertainments advertising

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

•**Restaurants: 75%******* of adults within our total circulation area go to restaurants, showing that adults within our area enjoy eating out

•**Pubs: 86%******* of adults within our total circulation area go to the pub, showing that people within our area enjoy going out to the pub

•**Cinema: 61%******* of adults within our total circulation area go to the cinema, showing that going to the cinema is a popular pastime

•**Holidays: 67%******* of adults within our total circulation area go on holiday, with **55%*** going between April and October

•**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

(*Consumers' Choice V - The Newspaper Society 2004, **Conversion Study - The Newspaper Society 2003, ***The Wanted Ads - The Newspaper Society & GFK NOP 2006, ****The Press reader survey y Autumn 2006, *****Gazette & Herald reader survey Autumn 2006, *****BMRB, Experian 2008, *****JICREG April 2010)

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