



MOTORS ADVERTISING OPPORTUNITIES

THE PRESS



- Sections appear daily throughout the display and classified section of the newspaper providing numerous opportunities for you to reach your target market in York and North Yorkshire
- The main weekly Drive supplement appears every Friday in The Press, providing an ideal platform to reach your target market

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 motors platform, which include reviews, news, what's your car worth, road tests and videos, provides you with the ideal platforms in reaching your customers both locally and internationally
- We are in partnership with Fish4 so not only does your listing appear on our local site, it will also be viewable through over 180 other local newspaper sites, and nationally on Fish4

Let us help you get the right response





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

YORKSHIRE
Living



- 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
- Motoring opportunities appear throughout the display and classified sections

- **Spend:** In Yorkshire **60%** *** of adults spend most of their money within ten miles of their home, again showing how local life is
- **Information source:** **79%** * of people use a regional newspaper to find out what is on at the cinema, showing that the local press is used for information (Base: all who look for information for what's on)
- **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
- **Car ownership:** **67%** * of adults within our total circulation area have one or two cars in their household, which provides you with a target market for car servicing or car purchases

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





•**Cost of car:** **39%** * of adults within our total circulation area have spent £4,000 to £11,999 on their car, which shows that they are prepared to spend an average amount of money on their car

•**Driving license:** **71%** * of adults within our total circulation area have a driving license, which could all be your potential customers

•**How far will people travel to buy a car?:** The average distance travelled to purchase a car is **14.7 miles******, which shows that life is local and therefore advertising in a local newspaper will help you reach your target market

•**Short buying process:** **57%******* of car buyers spend less than a month when deciding to actually purchase a car, which shows that a regular advertising campaign is required to reach your target market

•**Number one:** Local media is the **number one******* advertising medium for deciding where to purchase a car, which means that by advertising in our publications we can help you reach your potential customers

•**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, ****BMRB, Experian 2008, *****The Wanted Ads Motors, The Newspaper Society 2008, *****JICREG April 2010)

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