



NEWSQUEST

Newsquest Group

Newsquest is a subsidiary of Gannett Co, Inc, is the third* biggest newspaper group in Great Britain, serving our customers through 17 daily paid-for titles, more than 200 weekly newspapers, magazines, trade publications and a network of award winning websites. We have a combined weekly readership of more than 13 million and a network of more than 180 local newspaper and portal websites. We also offer direct marketing and door-to-door delivery services (The Newspaper Society Intelligence Unit, January 2010).

Newsquest Yorkshire & North East - York

Our roots date back to 1719 from where we have grown into a multimedia business publishing three newspapers; The Press, The Gazette & Herald and the York & Selby Star, alongside our two websites; thepress.co.uk and gazetteherald.co.uk and niche publications including Yorkshire Living and Look it Up.

We also have an in house design, print and marketing agency, Media Machine, which contributes towards our goal of providing excellent customer service and quality.

Newsquest York have won many awards, including Yorkshire Press Awards Graphic Artist of the Year 2003 and UK Press Gazette Sports Photographer of the Year 2003. In 2004 the Gazette & Herald won the Best paid for weekly newspaper in the North East, the North West and Yorkshire at the annual Newspaper Society Awards.

REGIONAL PRESS

Trust

The regional press is the UK's most trusted medium (Consumers' Choice V – The Newspaper Society, 2004).

Local People need Local News

In Yorkshire 63% of adults feel that local newspapers represent their area best (The Wanted Ads, The Newspaper Society & GFK NOP Media, 2006).

Campaigning in the Community

The regional press is at the heart of local democracy: a true championing voice of the people (The Newspaper Society – www.newspapersoc.org.uk – October 2004).

Effectiveness

9/10 local press campaigns work as local press increases brand health and advertising awareness by an average of 10% (The Conversion Study – The Newspaper Society, 2004).

In Yorkshire 80% of regular local newspaper readers take action to advertisements seen (The Wanted Ads – The Newspaper Society & GFK NOP Media 2006).

Advertising Expenditure

Regional press is the third largest medium, after TV and the internet, for ad expenditure (UK Media Advertising Expenditure – The Newspaper Society, 2008).

Let us help you get the right response

