



PROPERTY ADVERTISING OPPORTUNITIES

THE PRESS



- Sections appear daily throughout the display and classified section providing numerous opportunities for you to reach your target market
- Every fortnight on a Thursday the Property Press supplement is circulated with The Press which contains resale property and lettings
- Every other fortnight on a Thursday the New Homes and Lettings supplement is circulated with The Press
- Adhoc features are run throughout the year



- 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 property platform, in partnership with Fish4, is a search portal for property to buy and rent and also includes area reviews, property services and property news. As 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





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
- Property opportunities appear throughout the display and classified sections



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

• **Local Press works: 9 out of 10*** local press campaigns work, showing that to reach your customers our multimedia portfolio provides numerous ideal platforms

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

• **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

• **Distance travelled: 11 miles***** is the average distance travelled when buying or renting a property, showing that life is local and that by advertising in one of our publications we can help you reach your target market

• **Number of agents contacted:** On average buyers / sellers /renters only contact **1 to 3 agents*****, therefore maintaining a high profile is imperative in reaching your target market

• **Local media:** Local media is the **most trusted***** medium for property advertising, therefore by advertising in one of our publications we can help you get your message across to your target market

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





•**Ownership; 219,824****** households in our total circulation area are owned, which shows that these are people who are likely to have an interest in the property press

•**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

(*Conversion Study - The Newspaper Society 2003, **The Wanted Ads – The Newspaper Society & GFK NOP 2006, ***The Wanted Ads Property, The Newspaper Society 2008, ****BMRB, Experian 2008, *****JICREG April 2010)

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