



## RECRUITMENT ADVERTISING OPPORTUNITIES

### THE PRESS



- Sections appear daily throughout the display and classified section providing numerous opportunities for you to reach your target market
- The main recruitment platform appears in The Press every Wednesday, with a secondary feature appearing in Saturday's issue
- Adhoc features and supplements appear throughout the year

### thepress.co.uk and gazetteherald.co.uk



- Our recruitment platform, which includes job searches, 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

### 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
- Recruitment opportunities appear throughout the display and classified sections

### 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

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
- Recruitment 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

• **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:** People are prepared to travel up to **15.6\*\*\*** miles to work, which shows that life is still local even in this economic climate, so by advertising in one of our multimedia publications we can help you reach potential job hunters

• **Local media:** Local media is the **first place\*\*\*** people look for jobs, therefore our multimedia platforms can help you reach your job seekers

• **Online:** Local newspaper websites are the **most used\*\*\*** websites for job seekers, which shows that our multimedia portfolio can enable you to reach job seekers

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

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