



## RETAIL ADVERTISING OPPORTUNITIES

### THE PRESS



- Sections appear daily throughout the display section providing numerous opportunities for you to reach your target market
- Each week the Women's platform is on a Tuesday and the Health platform is on a Friday
- The Life & Times supplement appears in The Press every Saturday
- The House, Home & Garden supplement is circulated with The Press three times a year in March, July and October
- Adhoc features and supplements are also produced

### GAZETTE & HERALD



- Advertising opportunities appear throughout the newspaper in the display section, 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



- Advertising opportunities are available in the form of creatives across the site and in listings on Ask Jorvik, enabling you to reach your customers both locally and internationally

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

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- 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



- A stunning A4 glossy bridal magazine published twice a year focusing on all aspects of the all important day
- **10,000** copies are distributed free at all first port of calls for future brides, Including wedding venues, our wedding exhibitions and the Registry Offices

## East Coast visitor guide



- The East Coast Visitor Guide is an annual A3 full colour paid for publication, charged at £1.25, with a circulation of **10,000** copies
- It can be purchased from Newsagents from Whitby to Hornsea, Information Bureaus including York, Leeds and Hull Railway Stations, and Caravan Sites & Holiday Parks from Scarborough and along the A64 area
- It is targeted at tourists visiting the region who have an interest in what to do during their stay

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- **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
- **Distance travelled:** **12 miles**\*\*\*\* is the average distance travelled to purchase household items, which shows that by advertising in local press you can reach your target market
- **Handbags:** **205,075**\* adults within our total circulation area buy handbags, which is above the UK average, showing that people in our area like to spend money on accessories

- **Carpet:** **34,533**\* households in our total circulation area in 2008 bought new carpet, which is above the UK average, showing that even during the downturn of the economy people still had disposable income to spend on their property
- **TVs:** **258,588**\* households in our total circulation area have two or more TVs, showing that people like to have in a TV in more than one room so are more likely to upgrade their TV as they have an interest in technical items
- **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 Wanted Ads Retail, The Newspaper Society 2008, \*\*\*\*\*BMRB, Experian 2008, \*\*\*\*\*JICREG April 2010)

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