



## SALES & SERVICES ADVERTISING OPPORTUNITIES



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

## THE PRESS



- Classified appears daily providing numerous opportunities for you to reach your target market
- Adhoc features and supplements are also produced

## GAZETTE & HERALD



- Advertising opportunities appear throughout the newspaper in classified, which is published every Wednesday, providing you with the opportunity to reach potential customers in the Ryedale area



- Advertising opportunities appear in 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



- Ask Jorvik is our business directory where all types of businesses can advertise
- Advertising opportunities are also available as creative across the site

➤➤➤ 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
- Classified opportunities appear every month

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

**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

• **Local media:** Local media is the **number one\*\*\*** advertising medium for finding a mortgage broker, removal service and solicitor, showing the strength of local press and how our multimedia portfolio can help you reach your target market

• **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 property services

• **Services: 220,909\*\*\*\*** households in our total circulation area have central heating, whom could all be 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

(\*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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