



# yorkand selby the star

**Reputable:** The York and Selby Star is a well established brand in York and Selby and has been arriving through letterboxes every week since the early 1980's

**Joining forces:** The York and Selby Star joined forces to become the York and Selby Star in 2009. With this change the York and Selby Star gained a new look with the aim of repositioning your weekly free newspaper as an even more enjoyable community read with sections every week on what's on, schools, a community page, sports news and a letters page. Page 1 will always provide news on either York or Selby providing interest to both areas and providing an ideal platform to advertise in to reach York and Selby customers

**Affluent readership:** 40,693 (55%)\* of the readers are of social grade ABC1 who have disposable income (\*JICREG April 2010)

**Retention Value:** The York and Selby Star is a weekly newspaper therefore our it is referred back to by its readers over its weekly shelf life



## Key Facts (\*ABC July/Dec 2009, \*\*JICREG April 2010, \*\*\*Telmar April 2010)

- A **weekly** compact
- Free
- **49,254\*** copies are distributed every week
- Read by **74,655\*\*** adults every week
- Each copy is read by **1.5\*\*** adults
- Advertise in 4 issues and your advertisement can be seen by **86,527\*\*\*** potential customers



Circulation 100% free

## The Wanted Ads - Yorkshire (The Newspaper Society / GFK NOP Media 2006)

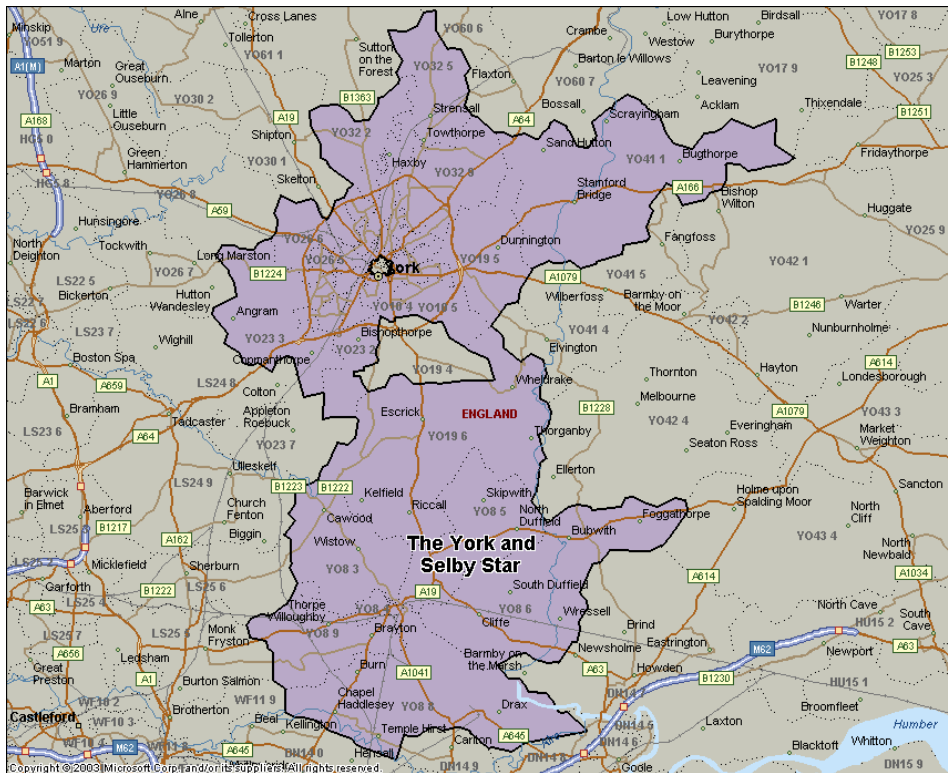
- **55%** of adults spend most of their money within 10 miles of their home
- **63%** of adults believe the local press represents their area best
- **80%** of regular readers and 83% of occasional readers have taken action due to advertising in a local paper

Let us help you get the right response



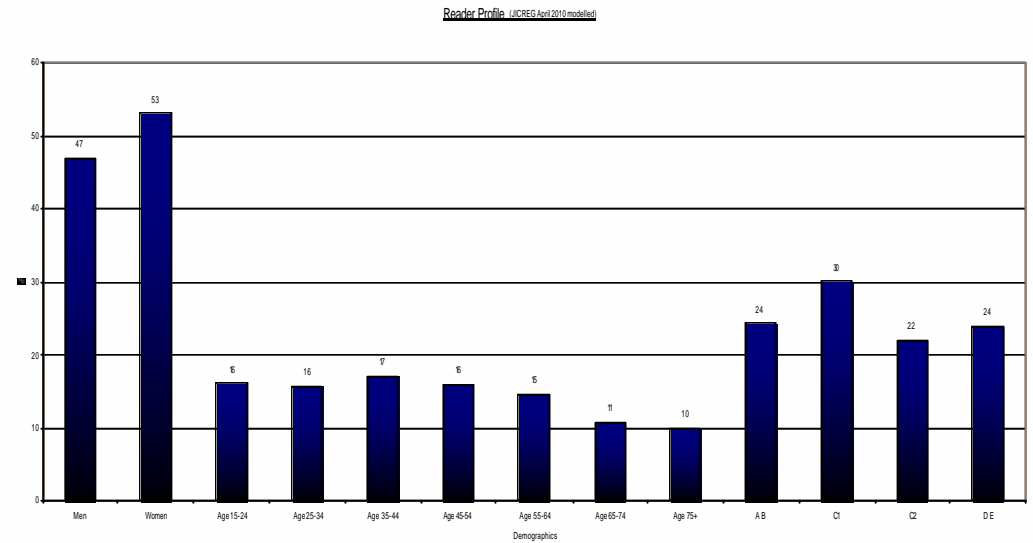


## Circulation map (JICREG Jan-June 2009)



2,927\* more copies of the York & Selby Star are circulated each week than its closest competitor in **Selby** (\*JICREG April 2010)

## Readership Profile (JICREG Jan-June 2009 modelled)



## Key locations readership (JICREG Jan-June 2009)

| Location   | Average issue readership | Reach % |
|------------|--------------------------|---------|
| Selby      | 15060                    | 41.75   |
| York       | 52756                    | 38.09   |
| York Rural | 12119                    | 15.41   |

**54%\*** of our readers are ABC1 (\*JICREG April 2010)

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