



Media Pack

BUSINESS AND EDUCATION

Newspapers

- The Press – 81,200* daily readers
- Gazette & Herald – 30,909* weekly readers
- York and Selby Star – 79,934* weekly readers

(*JICREG Jan-June 2009)

Advertising Platforms

Newspapers

The Press - Everyday/Tuesday/Wednesday

- Business and Education opportunities appear everyday in display and classified
- The main business feature is on a Tuesday and includes talking business
- The Education feature is on a Wednesday
- The Business Press is a monthly supplement that is distributed with The Press on the first Tuesday of every month
- Education Matters is a monthly supplement that is distributed
- Ad-hoc features and supplements are also run



Gazette & Herald - Wednesday

- Business sections appear throughout the display and classified sections
- There are also specific sections for business, farming and leisure
- On an ad-hoc basis supplements are produced



York and Selby Star – Thursday

Business sections appear throughout the newspaper every week in display and the classified sections



Online

Websites

- Advertisers can advertise throughout the sites or on the specific business pages



Niche Publications

Yorkshire Living – Monthly

- A quality up-market lifestyle magazine specifically distributed to AB households and in outlets to attract affluent readers in North Yorkshire



The Business Press – Monthly

- A full colour publication distributed with The Press once a month on a Tuesday
- It focuses on local businesses in the area and all relevant business Information



Education Matters – Monthly

- A full colour publication distributed with The Press once a month on a Tuesday
- It focuses on all aspects of education from early years to adult education





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Facts

- 89%* of adults spend most of their money within 10 miles of their home
 - *Clothes shoppers tend to be female aged 25-44* (Base; all clothes shoppers in last 3 months)
 - *56%* of DIY shoppers are male and C1s (Base; all DIY shoppers in the last 3 months)
 - 80%** of regular local press readers in Yorkshire take action to an advertisement seen in their local press
- (*Consumers' Choice V - The Newspaper Society 2004, **The Wanted Ads - The Newspaper Society & GFK NOP Media 2006)

Newsquest York Circulation area

Facts

- 33,137 households bought a new bed in 2007
 - 442,580 adults bought women's shoes in 2007
 - 53,083 adults are employed as Senior Officials/Managers
 - 360,999 adults aged 16-74 economically active
 - 41,903 adults work in higher managerial and professional occupations
- (BMRB / Work Residential - Experian 2007)

Advertising opportunities

- Includes classified, run of paper, solus, colour, mono and highly readable features and supplements combining editorial with advertising
- We are more than happy to welcome new suggestions, just contact your Business Representative