



Media Pack

DRIVE



- The Drive section has a mix of mono and colour advertisements, produced weekly and covers all aspects of motoring
- It is included in The Press and are promoted in The Press prior to publication

Distribution Map (JICREG Jan-June 2007, Mappoint 2004 – Navigation Technologies BV 2005)



Key Facts

- Type:** Pages in The Press
- Price:** Free with The Press
- Circulation:** 32,856 (The Press Circulation, ABC Jan-June 2008)
- Frequency:** Weekly

Target Readers

- Gender:** Men and Women
- Age:** All ages
- Location:** The Press circulation area, which covers York, Selby, Malton, Thirsk, Harrogate, Ripon, Bridlington and Scarborough
- Socio Demographic group:** ABC1
- Interests:** Motoring

Facts on The Press' circulation area (BMRB, Experian 2007, The Press Reader Survey Autumn 2006)

- 429,506 adults have a driving license
- 278,012 adults purchased their car second hand
- 151,494 adults purchased their car new
- 117,720 adults cars cost £7,000-£11,999
- 16% of our readers will travel 10-20 miles to buy a car
- 25% of our readers go to a retail park to buy a car
- 32% of our readers own a saloon car or 25% own a small car



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