



# Media Pack

## ENTERTAINMENTS

### Newspapers

- **The Press** – 82,750 daily readers
- **Gazette & Herald** – 31,459 weekly readers
- **York Star** – 72,187 weekly readers
- **Selby Star** – 18,804 weekly readers

(JICREG July-Dec 2008)

### Advertising Platforms

#### Newspapers

##### *The Press – Friday/Week round*

- Sections appear daily throughout the display and classified section of the newspaper
- On the menu appears in the entertainment feature 'Twenty Four Seven' on a Friday.
- Weekly Bites appears on a Monday
- A Holidays section appears once a month on a Saturday



##### *Gazette & Herald - Wednesday*

- Sections appear throughout the newspaper in both display and classified.



##### *York Star and Selby Star – Thursday*

- Sections appear in both the display and classified section.



#### Online

##### *thepress.co.uk*

- Our online leisure and tourism platforms includes reviews, walks, days out and holidays.
- 31% of our users visit the What's on section

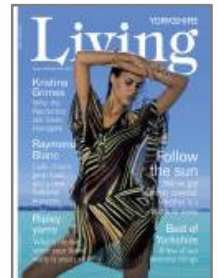


(The Press Online User survey – Summer 2006)

#### Niche Publications

##### *Yorkshire Living – Bi-Monthly*

- A quality up-market lifestyle magazine specifically distributed to AB households in villages in North Yorkshire and in selected outlets who attract affluent people.



##### *Life & Style - Monthly*

- A full colour publication distributed with The Press every second Tuesday of the month
- It focuses on all aspects of home, gardening, DIY and motoring.
- A takeaway feature appears each Month



##### *On the town - Monthly*

- Incorporated in the Look it Up publication which is to over 57,000 households in and around York each month
- It is a round up of all the entertainment venues and attractions for the coming month





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### Yorkshire Living Restaurant Guide

•15,000 copies are distributed to AB households and outlets across York three times a year



### York Free Visitor Guide

•10,000 copies of the York Free Guide are published each year and are available in tourist information centres and hotels across York and the surrounding areas



### Facts

- People will travel up to 7.4 miles\* to eat out, 6.7 miles\* for the cinema, 11.7 miles\* for the theatre, 4.1 miles \* for the gym and 9.8 miles \*for shopping for pleasure (Base; all who take part in each activity)
- 79%\* of people use the regional newspaper to find out what is on at the cinema (Base; all who look for information for what's on)
- 9 out of 10\*\* local press campaigns work
- In Yorkshire 80%\*\*\* of regular readers take action on an advertisement in a local newspaper
- In Yorkshire 60%\*\*\* of adults spend most of their money within ten miles of their home
- In Yorkshire 61%\*\*\* of adults read any advertising in their local newspaper
- 55%\*\*\*\* of our Press readers and 60%\*\*\*\*\* of our Gazette & Herald readers read the entertainments advertising

(\*Consumers' Choice V - The Newspaper Society 2004, \*\*Conversion Study - The Newspaper Society 2003, \*\*\*The Wanted Ads – The Newspaper Society & GFK NOP 2006, \*\*\*\*The Press reader survey Autumn 2006, \*\*\*\*\*Gazette & Herald reader survey Autumn 2006)

### Newsquest York Circulation Area

#### Facts

- 69% of adults go on holiday
  - 55% of adults go on holiday between April and October
  - 30% of adults last visited Europe
  - 74% of adults go to restaurants
  - 89% of adults go to the pub
  - 41% of adults go the Theatre
  - 20% of adults go to a beauty spot/garden
  - 58% of adults go to the cinema
- (BMRB: Experian 2007)

### Advertising opportunities

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