



Media Pack

ENTERTAINMENTS

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 – 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 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

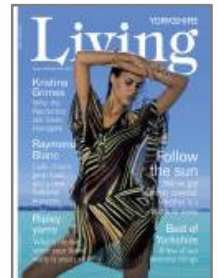


(The Press Online User survey – Summer 2006)

Niche Publications

Yorkshire Living – 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



Look it Up - Monthly

- Distributed to 40,000 households and targeted outlets 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