



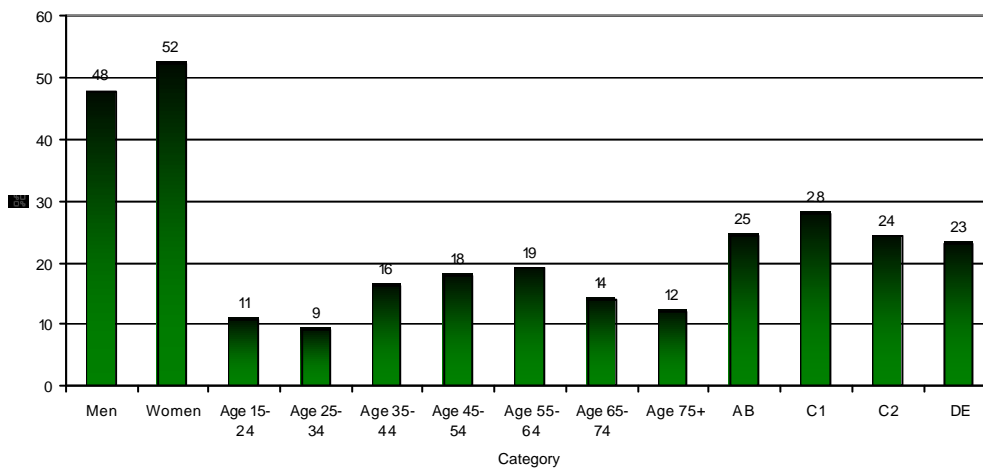
## Media Pack



# GAZETTE & HERALD

- The Gazette & Herald is a weekly newspaper in the Ryedale and North Yorkshire Moors area, which has served its community for over the past 200 years from 1790. Its comprehensive reporting of news and sport is complemented by a highly-readable blend of features
- Due to its circulated geographical footprint, the Gazette & Herald offers unique opportunities to target the main towns in the North Yorkshire area, including Malton and Pickering

**Gazette & Herald Readership Profile (JICREG modelled July-Dec 2007)**



### Key Facts

(ABC July-Dec 2007, JICREG July-Dec 2007, Telmar April 2008)

- **Type:** Weekly paid for Broadsheet on a Wednesday
- **Cover price:** 70p
- **Total readership:** 32,552
- **Circulation:** 13,184
- **Readers per copy:** 2.7
- **Cumulative coverage:** 45,294 potential customers reached by 4 insertions



THE GAZETTE & HERALD  
ATTRACTS OVER

**17,000**

ABC1 READERS

### Gazette & Herald's circulation area facts (BMRB. Mosaic – Experian 2007)

- 48% of the adults are male, and 52% are female
- 22% of the adults are aged 65+, 17% are aged 35-44
- 18% of the adults have a family income of £40,000 or more
- 16% of the population are Mosaic Group C (Suburban Comfort) and 15% are Mosaic Group K (Rural Isolation)

### Postal Sector Penetration (The Newspaper Society Jan-June 2007)

- YO17 7 - 97%, YO18 7 - 97%, YO62 5 - 65%

**32,552**

WEEKLY READERS

### Gazette & Herald Reader Survey (Autumn 2006)

- 94% of our readers buy it weekly
- 47% of our readers spend 30mins-1 hours reading their copy
- 51% of our readers read ¾ of their copy

### The Wanted Ads - Yorkshire (The Newspaper Society / GFK NOP Media 2006/2007)

- 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

### Key locations readership

(JICREG July-Dec 2007)

- **Malton** 49%
- **Pickering** 51%



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