



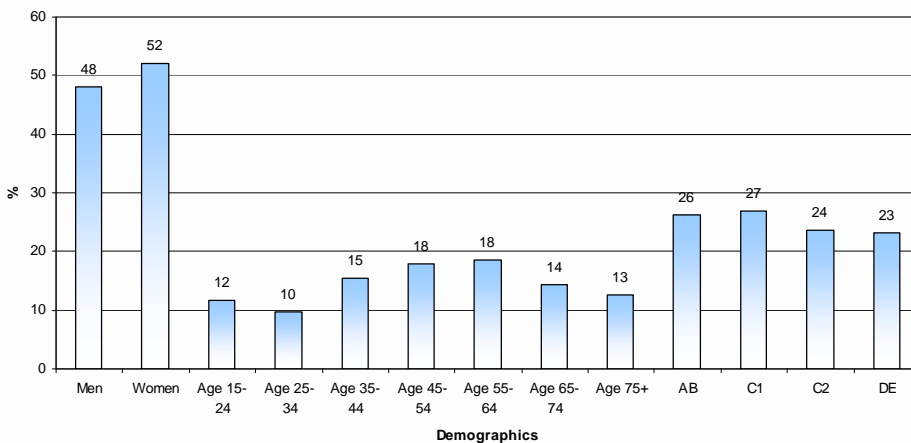
Media Pack



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
- On Wednesday 26th November 2008 the Gazette & Herald changed from a broadsheet to compact format, providing our readers with a more user friendly format
- 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

Reader profile (JICREG Jan-June 2009 modelled)



Key Facts

(*ABC Jan-June 2009, **JICREG Jan-June 2009, ***Telmar Jan-June 2009)

- **Type:** Weekly paid for compact on a Wednesday
- **Cover price:** 70p
- **Weekly circulation:** 12,321*
- **Weekly readership:** 30,909**
- **Readers per copy:** 2.7**
- **Cumulative coverage:** 42,044 potential customers reached by 4 insertions***



Circulation
100% paid

THE GAZETTE & HERALD ATTRACTS

16,445

ABC1 READERS

(JICREG Jan-June 2009)

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 2009)

- YO17 7 – 97%, YO18 7 - 91%, YO62 5 - 62%

30,909

WEEKLY READERS

(JICREG Jan-June 2009)

Gazette & Herald Reader Survey (Newsquest York, 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 Jan-June 2009)

- Pickering 50%
- Malton 50%



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