



# Media Pack

## MOTORS

### 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/Daily.**

- The popular 'Drive' section featured every Friday contains a mix of colour and mono advertisements
- Motors also appears daily in classified
- Adhoc features also appear



##### **Gazette & Herald – Wednesday**

- Two or three motor pages in colour and mono



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

- Classified motors section



#### Online

##### **Websites**

- Our online motors platform on [thepress.co.uk/cars](http://thepress.co.uk/cars) and [gazetteherald.co.uk/cars](http://gazetteherald.co.uk/cars) offer numerous opportunities for interactive advertising



### Niche Publications

#### **Yorkshire Living – Bi-Monthly**

- A quality up-market lifestyle magazine distributed to AB households in North Yorkshire and in selected outlets to attract affluent readers



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

- A full colour publication distributed with The Press every Tuesday of the month focusing on all aspects of the home, gardening, DIY and motoring.



### Facts

- 9/10\* local press campaigns work
  - 47%\*\* of new car buyers visit two or more garages before making a decision
  - 56%\*\*\* of used car buyers purchase cars through a dealer
  - In Yorkshire 80%\*\*\* of regular local newspaper readers take action due to an advert seen in their local paper
  - 32%\*\*\*\* of our Press readers and 34%\*\*\*\*\* of our Gazette & Herald readers own a saloon car
  - 25%\*\*\*\* of our Press readers and 30%\*\*\*\*\* of our Gazette & Herald readers own a small car
- (\*Conversion Study - The Newspaper Society 2003, \*\*Consumers' Choice V - The Newspaper Society 2004, \*\*\*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

- 438,732 adults have a driving license
- 120,248 adults purchased a car between £7,000-£11,999
- 283,550 adults purchased a second hand car and 155,182 bought a new car  
(BMRB – Experian 2007)

### Advertising opportunities

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