



Media Pack

MOTORS

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/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 and Selby Star – Thursday

- Classified motors section



Online

Websites

- Our online motors platform on thepress.co.uk/cars and gazetteherald.co.uk/cars offer numerous opportunities for interactive advertising



Niche Publications

Yorkshire Living – 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