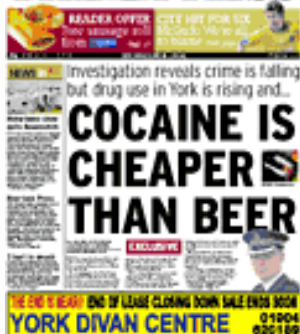




Media Pack

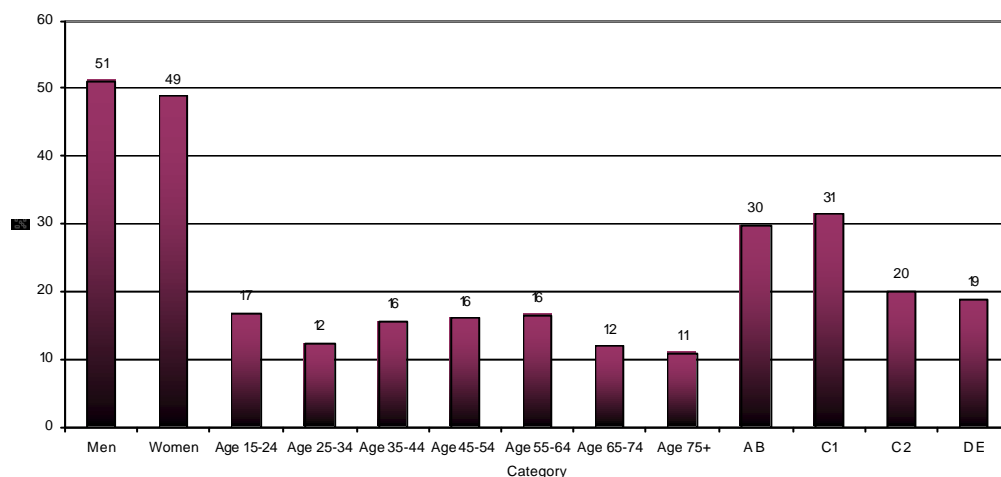
THE PRESS



THE PRESS

- The Press was founded in 1890 and remains the unrivalled publication for news, sport, features, entertainment in and around York.
- 2,500 copies of the Selby edition of The Press are circulated each day in the Selby area
- Over the past few years The Press has undergone a number of improvements. In April 2008 The Press had a revamp with a change in branding, typography and colour palette. In April 2006 the name changed from The Evening Press to The Press and changed from an evening paper to a morning paper. In September 2004 the format was changed week round from broadsheet to tabloid after extensive research.

Readership profile of The Press (JICREG modelled July-Dec 2007)



Key Facts

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

- **Type:** Regional morning tabloid
- **Price:** 40p
- **Total readership:** 86,593
- **Circulation:** 33,045 (Mon-Sat), 33,221 (Mon-Fri), 32,174 (Sat)
- **Readers per copy:** 2.5
- **Cumulative coverage:** 128,870 potential customers reached with 6 insertions

JICREG



The Press attracts over

52,000

ABC1 readers

86,593

daily readers

The Press' circulation area facts (BMRB. Mosaic - Experian 2007)

- 48% of the adults are male, and 52% are female
- 21% of the adults are aged 65+, 17% 35-44 and 16% 45-54
- 18% of the households have a household income of £40,000 +
- 16% of the population are Mosaic Group C (Suburban Comfort), 11% are Mosaic Group K (Rural Isolation) and 11% are Mosaic Group B (Happy Families)

Postal Sector Penetration (The Newspaper Society July-Dec 2007)

- YO1 8 - 75%, YO30 4 - 65%, YO19 5 - 36%

The Press Survey (Autumn 2006)

- 86% of our readers buy it everyday
- 40% of our readers spend 30mins-1 hour reading their copy
- 52% of our readers read ¾ of their copy

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

- 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)

York	41%
York Rural	28%
Malton	12%
Selby	10%



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