



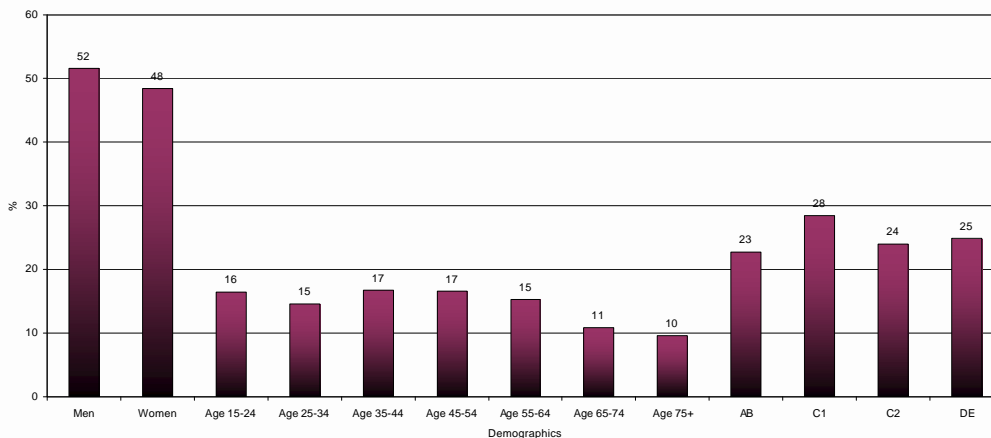
Media Pack



THE PRESS

- The Press was founded in 1890 and remains the unrivalled publication for news, sport, features, entertainment in and around York.
- 1,800 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 compact after extensive research.

Reader profile (JICREG Jan-June 2009 modelled)



Key Facts

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

- **Type:** Regional morning compact
- **Price:** 45p
- **Daily circulation:** 30,722 (Mon-Sat daily average)*
- **Daily readership:** 81,200**
- **Readers per copy:** 2.6**
- **Cumulative coverage:** 128,224 potential customers reached with 6 insertions***

JICREG



Circulation
100% paid

The Press attracts over

41,500

ABC1 readers

(JICREG Jan-June 2009)

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)

81,200

daily readers

(JICREG Jan-June 2009)

Postal Sector Penetration (The Newspaper Society July-Dec 2008)

- YO41 1 61%, YO30 4 - 55%, YO24 1 - 45%

The Press Survey (Newsquest York, 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

Key locations readership

(JICREG Jan-June 2009)

York	36%
York Rural	27%
Tadcaster	14%
Malton	10%

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



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