



Media Pack

PROPERTY

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 Platform

Newspapers

The Press – Tuesday / Ad-hoc

- On a Tuesday Industrial and Commercial properties are featured on the Business pages of the paper



Property Press, The Press – Fortnightly on a Thursday

- The property supplement comes out every fortnight on a Thursday with The Press.
- It is a colour tabloid covering all aspects of property.



New Homes & Lettings, The Press – Fortnightly on a Thursday

- The New Homes & Lettings supplement come out every fortnight on a Thursday with The Press.
- It is a colour tabloid covering all aspects of new homes and lettings.



Gazette & Herald – Wednesday

Five pages in mono and colour

Online

Websites

Our online property platforms yorkpropertypress.co.uk, thepress.co.uk/homes and gazetteherald.co.uk/homes offer numerous opportunities for interactive advertising.



Niche Publications

House Home & Garden

- A full colour stitch and trim supplement distributed three times a year with The Press, highlighting all aspects of the home and garden



Yorkshire Living – Bi-Monthly

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



Yorkshire Living Brides

- A stunning A4 glossy bridal magazine published twice a year focusing on all aspects of the all important day.
- It is distributed free at all first port of calls for future brides, including wedding venues, our wedding exhibitions and the Registry Offices.



PO Box 29, 76/86 Walmgate, York, YO1 9YN Tel: 01904 653051 thepress.co.uk

gazetteherald.co.uk



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Life & Style - Monthly

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



The Press Business – Monthly

- A full colour publication distributed with The Press every first Tuesday of the month
- It focuses on local businesses in the area and all related business information



Facts

- 9 out of 10* local press campaigns work
- Home owners are typically 35 years old** and of social grade ABC1
- 58%** of all adults browse property advertisements
- In Yorkshire 80%*** of regular local newspaper readers take action due to an advertisement seen
- In February 2008 the average house price in York was £192,719****
- 46%***** of The Press readers and 73%***** of the Gazette & Herald read the property advertising

(*The Conversion Study – The Newspaper Society 2003, **Consumers' Choice V – The Newspaper Society 2004, ***The Wanted Ads – The Newspaper Society & GFK NOP 2006, ****www.landreg.gov.uk, *****The Press reader survey Autumn 2006, *****Gazette & Herald reader survey Autumn 2005)

Newsquest York Circulation Area

Facts

- 73% of households are owned
- 34% live in a semi-detached house
- 37% of households have two persons living in them

(Census – Experian 2006)

Advertising opportunities

- Include run of paper and highly readable features combining editorial with advertising
- We are more than happy to welcome new suggestions, just contact your Property Sales Representative