



# Media Pack

## RECRUITMENT

### Newspapers

- The Press** – 82,750 daily readers
- Gazette & Herald** – 31459 weekly readers
- York Star** – 72,187 weekly readers
- Selby Star** – 18,804 weekly readers

(JICREG July-Dec 2008)

### Advertising Platforms

#### Newspapers

##### *The Press – Wednesday / Saturday*

- The main platform is on Wednesday, which is supported by a section on Saturday.
- Both appear in the classified section with a mixture of colour and mono advertisements.
- Adhoc recruitment features also appear



##### *Gazette & Herald - Wednesday*

- Recruitment appears in the classified section each week with a mixture of colour and mono advertisements



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

- Classified section appearing each weeks with a mixture of colour and mono advertisements



### Online

#### *Websites*

- Our online recruitment platforms [thepress.co.uk/jobs](http://thepress.co.uk/jobs) and [gazetteherald.co.uk/jobs](http://gazetteherald.co.uk/jobs) offer numerous opportunities for interactive advertising
- Platforms on [thepress.co.uk](http://thepress.co.uk) and [gazetteherald.co.uk](http://gazetteherald.co.uk) include Hot Jobs, Customer Profiles and CV Databases



### Niche Publications

#### *New Year New Career - Yearly*

- An A3 yearly publication focusing on new careers



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

[gazetteherald.co.uk](http://gazetteherald.co.uk)



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### Facts

- 89%\* of adults spend half or more time within 10 miles of their home
- 80%\* of regular readers take action due to an advertisement in a local newspaper
- 9 out 10\*\* local press campaigns work
- 74%\*\*\* of people use the regional press as a resource to browse job advertisements (Base; all who look or browse job ads)
- 58%\*\*\*\* of people in Yorkshire/Humberside turn to their local newspaper first when looking for a new job
- 33%\*\*\*\*\* of thepress.co.uk and gazetteherald.co.uk users use the sites for jobs
- 36%\*\*\*\*\* of The Press readers and \*\*\*\*\*41% of the Gazette & Herald readers read the recruitment advertising

(\*The Wanted Ads – The Newspaper Society & GFK NOP Media 2006, \*\*The Conversion Study - The Newspaper Society 2003, \*\*\*Consumers' Choice V - The Newspaper Society 2004, \*\*\*\*Recruitment Choice - The Newspaper Society 2005, \*\*\*\*\*NMS Online Survey, March 2008, \*\*\*\*\*The Press reader survey Autumn 2006, \*\*\*\*\*Gazette & Herald reader survey Autumn 2006)

### Newsquest York Circulation Area

#### Facts

- 53,083 adults are employed as Senior Officials/Managers
- 360,999 adults aged 16-74 economically active
- 41,903 adults work in higher managerial and professional occupations

(Work Residential, Experian 2007)

### Advertising opportunities

- Include classified, run of paper and highly readable features combining editorial with advertising
- We are more than happy to welcome new suggestions, just contact your Sales Representative on 01904 676404



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