



Media Pack

RECRUITMENT

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 – 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



Online

Websites

Our online recruitment platforms thepress.co.uk/jobs and gazetteherald.co.uk/jobs offer numerous opportunities for interactive advertising Platforms on thepress.co.uk and 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



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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