



## Media Pack

# REGIONAL PRESS

### Trust:

- The regional press is the UK's most trusted medium. (Consumers' Choice V – The Newspaper Society, 2004)
- Newspapers are an important and welcomed source of information on relevant products or services. (The Public's perception of advertising in today's Society, ASA 2002)

### Local People need Local News:

- 65% of adults say that local newspapers represent their locality the best
- 89% of adults spend their money within 10 miles of their home (The Wanted Ads – The Newspaper Society & GFK NOP 2006)

### A reflection of Identity:

- Regional press proudly supports and reflects each area's culture and 82% of local people in Yorkshire read a regional paper. (Newspaper Society Intelligent Unit – Yorkshire ISBA Fact Sheet, December 2003)

### Award winning Journalism:

- A very high quality of reporting and photography enjoyed by our readers and recognised by our peers.

### A national source of News:

- In Regional newspapers 58% of people always read the news section. (Consumers' Choice V – The Newspaper Society, 2004)

### Campaigning in the Community:

- The regional press is at the heart of local democracy: a true championing voice of the people. (The Newspaper Society – www.newspapersoc.org.uk – October 2004)
- The Press supports many local campaigns, such as Let York Sparkle, Save Terry's and many more.

### A Successful Advertisement:

- According to The Conversion Study a successful individual advertisement should include directional and product information, clear headlines, colour and product image. (The Conversion Study – The Newspaper Society, 2004)
- It also states that by increase the use of colour, volume and frequency will have a positive impact. (The Conversion Study – The Newspaper Society, 2004)

### Effectiveness:

- The Conversion Study states that 9/10 local press campaigns work, local press increases brand health and local press increases advertising awareness by an average of 10%. (The Conversion Study – The Newspaper Society, 2004)
- 4 out of 5 local press readers act on the advertising (The Wanted Ads – The Newspaper Society & GFK NOP Media, 2006)
- 80% of regular local newspaper readers take action to advertisements seen in the local newspaper (The Wanted Ads – The Newspaper Society & GFK NOP Media 2006)

### Advertising Expenditure:

- Regional press is the third largest medium, after TV and the internet, for ad expenditure. (UK Media Advertising Expenditure – The Newspaper Society, 2007)

### Newsquest:

- Newsquest Media Group Ltd is the third largest Newspaper group in Great Britain. (The Newspaper Society Intelligence Unit July 2008)