



Media Pack

RETAIL AND BUSINESS

Newspapers

- The Press** – 86,593 daily readers
- Gazette & Herald** – 32,552 weekly readers
- York Star** – 76818 weekly readers
- Selby Star** – 23,131 weekly readers

(JICREG July-Dec 2007)

Advertising Platforms

Newspapers

**The Press - Everyday/
Tuesday/Wednesday/Friday/
Saturday**

- Retail and business opportunities appear everyday in display and classified
- The main business feature is on a Tuesday
- The Women's feature is on a Tuesday
- The Education feature is on a Wednesday
- The Health feature is on a Friday
- Life & Times on a Saturday includes leisure
- Monthly supplements include Business Press Monthly, Life & Style and Education Matters which all appear once a month on a Tuesday
- Adhoc features and supplements are also run



Gazette & Herald - Wednesday

- Retail and Business sections appear throughout the display and classified sections
- There are also specific sections for business, farming and leisure
- On an ad-hoc basis supplements are produced



York Star and Selby Star – Thursday

- Retail and Business sections appear throughout the newspaper every week in display and the classified sections



Online

Websites

- Our retail platforms on thepress.co.uk and gazetteHerald.co.uk offer numerous interactive advertising opportunities
- The platforms include Shoppers' World and Retail Ads Online.



Niche Publications

Yorkshire Living – Monthly

- A quality up-market lifestyle magazine specifically distributed to ABC1 households and in outlets to attract affluent readers in North Yorkshire



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.





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Look it Up – Monthly

- A full colour publication distributed by Royal Mail each month to over 88,000 homes in and around York
- Covers what's on, competitions, puzzles alongside the world of national and international celebrity



Park Life - Weekly

- A full colour publication distributed with The Press every Saturday
- It focuses on local sports



The Press Business Monthly – Monthly

- A full colour publication distributed with The Press once a month on a Tuesday
- It focuses on local businesses in the area and all relevant business information



East Coast Guide - Annual

- A full colour A3 annual paid for publication
- Available in outlets across the east coast, York, Hull, Leeds and along the A64



House Home & Garden – Three times a year

- A full colour stitch and trim publication distributed with The Press three times a year in February, July and October
- Focuses on all aspects of the home from DIY to gardening



Education Matters – Monthly

- A full colour publication distributed with The Press once a month on a Tuesday
- It focuses on all aspects of education from early years to adult education



Facts

- 89% of adults spend most of their money within 10 miles of their home
- *Clothes shoppers tend to be female aged 25-44 (Base: all clothes shoppers in last 3 months)
- *56% of DIY shoppers are male and C1s (Base: all DIY shoppers in the last 3 months)
- 80% of regular local press readers in Yorkshire take action to an advertisement seen in their local press (Consumers' Choice V - The Newspaper Society 2004, The Wanted Ads - The Newspaper Society & GFK NOP Media 2006)

Newsquest York Circulation area

Facts

- 33,137 households bought a new bed in 2007
- 442,580 adults bought women's shoes in 2007
- 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 (BMRB / Work Residential - Experian 2007)

Advertising opportunities

- Includes classified, run of paper, solus, colour, mono and highly readable features and supplements combining editorial with advertising
- We are more than happy to welcome new suggestions, just contact your Retail/Business Representative