



## Media Pack

# theselbystar

Thursday November 6, 2008

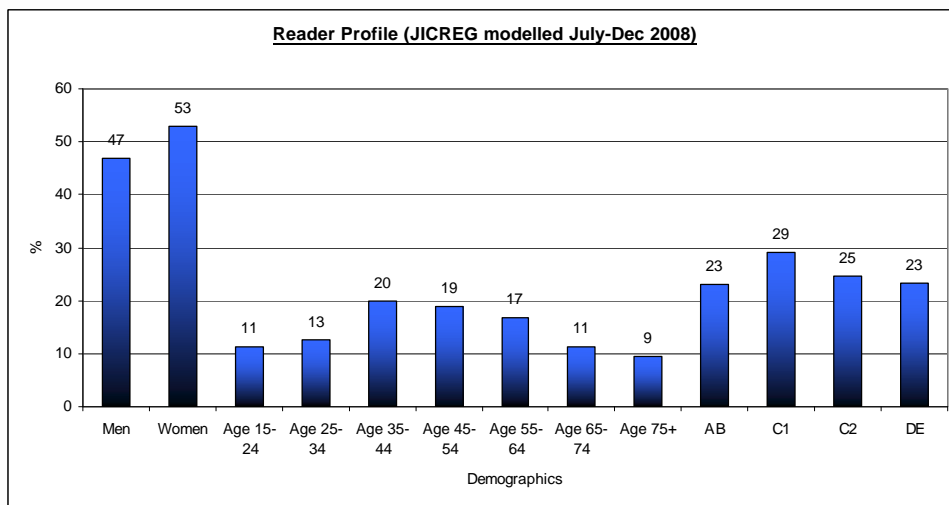


- From the early 1980s this free compact newspaper has been circulated door to door every week in the Selby region.
- It provides sound local news coverage, as well as meeting the objectives of retail and private advertisers in a highly readable and well presented format.

### Key Facts

(\*ABC July-Dec 2008, \*\*JICREG July-Dec 2008, \*\*\*Telmar May 2009)

- **Type:** Weekly free compact on a Thursday
- **Price:** FREE
- **Weekly circulation:** 12,574\*
- **Weekly readership:** 18,804\*\*
- **Readers per copy:** 1.5\*\*
- **Cumulative coverage:** 21,233 potential customers reached by 4 insertions\*\*\*



**JICREG**



Circulation  
100% free

THE SELBY STAR ATTRACTS OVER

# 9,700

ABC1 READERS

(JICREG July-Dec 2008)

### Selby Star circulation area facts (BMRB, Mosaic - Experian 2007)

- 48% of the adults are male, and 52% are female
- 18% of the adults are aged 35-44
- 18% of the adults have a family income of £40,000 or more
- 23% of the population are Mosaic Group C (Suburban comfort) and 20% are B (Happy Families)

### Postal Sector Penetration (Newspaper Society July-Dec 2008)

- YO8 9 – 86%, YO8 4 - 84%, YO8 5 81%

### Key location readership (JICREG July-Dec 2008)

**Selby:** 52%

# 18,804

WEEKLY READERS

(JICREG July-Dec 2008)