



Media Pack

TESTIMONIALS



Dean's Garden Centre, The Press, September 2009

We have had a well established working relationship with The Press for over forty years and they have supported us throughout, providing us with marketing campaigns that have helped us develop our business both in and around the York area. Recently our personal representative, Sue, has directed, designed and created a new multimedia package for us in The Press and online for our spring bulb collection. We have had a great response and look forward to more continued success from this campaign. Combining print and online advertising been extremely beneficial to us and we would highly recommend other businesses to trial this combination.

Regards, Julie Foster



NG Decorators, Look it Up, November 2009

I'd like to thank you for all your assistance and the fantastic opportunities that advertising in your publication has given me. As you know, I have advertised with you since 2008. I must admit that a significant amount of work I get comes from people who see my advert in Look it Up. I look forward to continuing our collaboration and thank you for your professional and helpful support.

With Kind Regards,

Neil Gilbey



NORTH YORKSHIRE
MOORS RAILWAY

North Yorkshire Moors Railway, Online, 2009

We turnover in excess of £1500 a month, just with our online shop. People purchase from all over the world. I believe that we wouldn't be able to continue without the proceeds of the shop online, in simple terms it is so easy for anyone to purchase anywhere, this obviously helps our turnover too, people do purchase when visiting, but its only once they get home and tell relatives that they come back and visit online for more, or to choose the exact gift they want.

Television House

Television House, Gazette & Herald, September 2009

I was very pleased with the recent vacuum cleaner advertisement we ran in the Gazette & Herald. It turned out that very few people had known that we stocked Miele cleaners and we sold a lot of new cleaners and filter/dustbags to existing customers as a result.

Matthew Wilkinson



Sutton Park, The Press, October 2009

Just a short note to say thank you for all your help over the season coping with all our advertising needs, sometimes at the very last minute. We have seen a dramatic increase in our visitor numbers. Our special events have been fantastically supported and I am sure a lot of credit for this must go to The Press. Next season, when we open in April, we will certainly be promoting our special events and weddings with The Press and I look forward to talking to you again in 2010. Again, many thanks and all the best for Christmas and the New Year.

Elaine Ellis



Pandora, The Press and Yorkshire Living, 2009

After deciding to locate our new store in York we contacted The Press for our recruitment advertising. I was so impressed by the level of professionalism shown by Nichola and the response we received, we found all the staff for the shop via the advert placed in The Press. When Moira approached me with regards to our launch and ongoing advertising campaign I agreed to meet with her. From a recent weekly survey carried out within the store by talking to our clients The Press and Yorkshire Living were at the top of the table as to where people had seen us. The cost of the advertising in The Press was very favourable when compared to The Press' competitors. Dealing with Moira has been easier and more customer focused than dealings I have had with any other newspapers.