



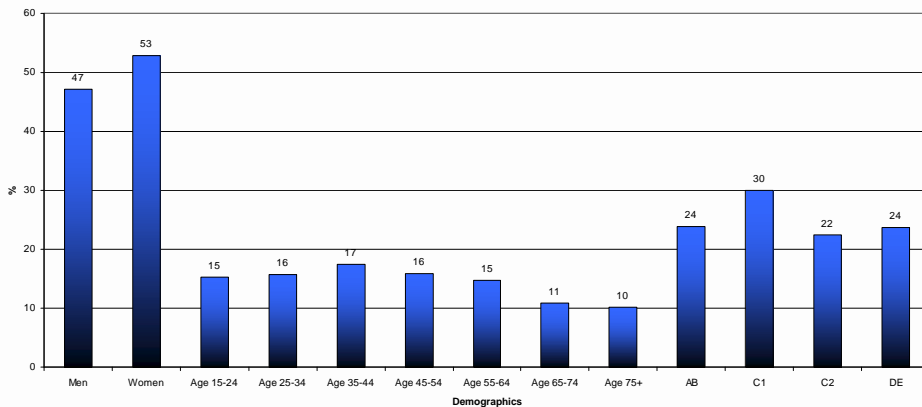
# Media Pack



# yorkandselby thestar

- The York and Selby Star are well established brands in York and Selby and have been arriving through letterboxes every week since the early 1980's.
- The York and Selby Star have now joined forces to become the York and Selby Star. With this change the York and Selby Star has got a new look and a new brand image with the aim of repositioning your weekly free newspaper as an even more enjoyable community read with sections every week on what's on, schools, a community page, sports news and a letters page.
- Page 1 will always provide news on either York or Selby providing interest to both areas and providing an ideal platform to advertise in to reach York and Selby customers.

Reader profile (JICREG Jan-June 2009 modelled)



### Key Facts

(\*ABC Jan-June 2009, \*\*JICREG Jan-June 2009, \*\*\*Telmar Jan-June 2009)

- Type:** Weekly free compact on a Thursday
- Price:** FREE
- Weekly circulation:** 53,284\*
- Weekly readership:** 79,934\*\*
- Readers per copy:** 1.5\*\*
- Cumulative coverage:** 92,690 potential customers reached by 4 insertions\*\*\*



Circulation  
100% free

THE YORK & SELBY STAR ATTRACTS

# 42,984

ABC1 READERS

(JICREG Jan-June 2009)

### Postal Sector Penetration (The Newspaper Society, Jan-June 2009)

- YO32 3 92%, YO24 2 67%, YO8 9 79%

### Key locations readership (JICREG Jan-June 2009)

- Selby 42%
- York 38%

### Facts on The York and Selby Star's Circulation Area

(BMRB, Mosaic - Experian 2007)

- 48% of the adults are male, and 52% are female
- 20% of the adults are aged 65+, and 17% are aged 35-44
- 19% of the population are Mosaic Group C (Suburban comfort), 13% are B (Happy Families) and 16% are E (Urban Intelligence)

# 79,934

WEEKLY READERS

(JICREG Jan-June 2009)



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