



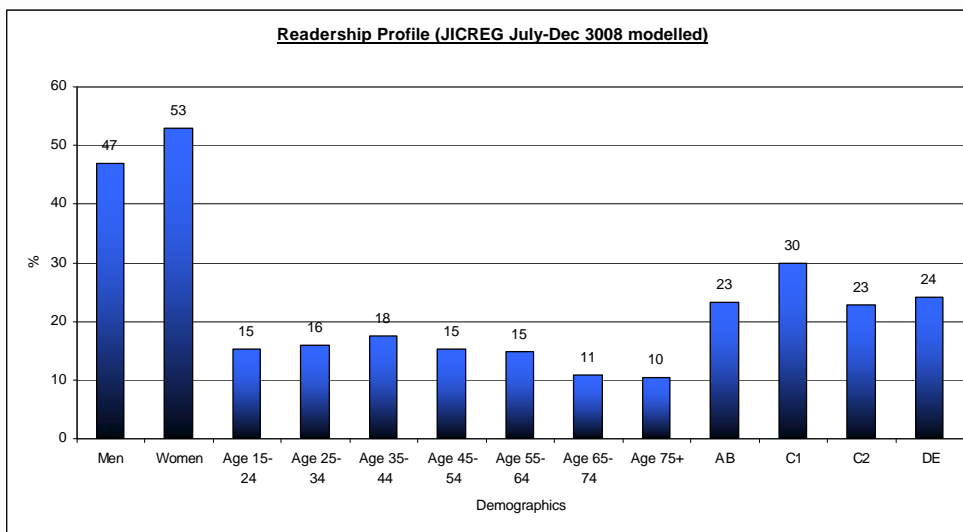
Media Pack



theyorkstar

Thursday November 8, 2007

- From the early 1980s this free compact newspaper has been circulated door to door every week in the York 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:** 48,636*
 - **Weekly readership:** 72,187**
 - **Readers per copy:** 1.5**
 - **Cumulative coverage:** 82,509 potential customers reached by 4 insertions***

JICREG



**Circulation
100% free**

THE YORK STAR ATTRACTS OVER

38,000

ABC1 READERS
(JICREG July-Dec 2008)

72,187

WEEKLY READERS
(JICREG July-Dec 2008)

Facts on the York Star Distribution 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
- 18% of the adults have a family income of £40,000
- 18% of the population are Mosaic Group C (Suburban comfort), 11% are B (Happy Families) and 20% are E (Urban Intelligence)

Postal Sector Penetration (Newspaper Society July-Dec 2008)

- YO32 4 – 91%, YO30 4 – 90%, YO24 2 – 74%

Key locations readership (JICREG July-Dec 2008)

- **York:** 43%
- **York rural:** 17%