

Yorkshire Reporter

MEDIA PACK 2023



LEEDS

32,000 Copies
Distributed Monthly

GENERAL NEWS;

HOUSING, PLANNING - DEVELOPMENTS, CARBON FOOTPRINT, RECRUITMENT, COUNCIL EVENTS, HMRC, CITIZENS ADVICE, TRADING STANDARDS, POLICING & SAFETY CAMPAIGNS

LOCAL COMMUNITY NEWS;

WHO'S DOING WHAT, CHARITY, FUNDRAISING, EVENTS, AWARENESS CAMPAIGNS, MUSEUM EXHIBITIONS & LOCAL ARTISTS

GARDENING;

EXPERT MONTHLY & SEASONAL INFORMATION & TIPS

MUSIC;

UP AND COMING BANDS, REVIEWS, FORTH COMING GIGS & INTERVIEWS

ENTERTAINMENT;

WHAT'S ON TV, GAME REVIEWS, THEATRE & CINEMA

BOOKS;

NEW RELEASES, REVIEWS & COMPETITIONS

FEATURES;

SPECIAL MONTHLY FEATURE, HISTORICAL, ANNIVERSARY & CELEBRATIONS

ANTIQUES;

BY RESPECTED EXPERT GARY DON, VALUATIONS, MARKET PRICE, TRENDS & QUIZ

MOTORS;

CAR REVIEWS, GREEN MOTORING, HIGHWAYS, TRANSPORT NEWS, MOTORBIKES REVIEWS, NEW MODEL LAUNCHES, RAC & AA ADVICE

WAGGING TALES;

NEW TREATMENTS, BREED INFORMATION & ADVICE ON KEEPING YOUR DOG HEALTHY BY LEADING VETS

HEALTH;

LOCAL TRUST UPDATES, HOSPITAL NEWS, LATEST TECHNOLOGY, AWARENESS CAMPAIGNS & BREAKING TREATMENTS

STARS, QUIZ & COMPETITIONS;

RENOWNED ASTROLOGIST RUSSELL GRANT, CROSSWORD, NUMBER PUZZLES, WORDSEARCH, SUDOKU, READERS COMPETITIONS & PRIZES



YORK & HARROGATE

28,000 Copies
Distributed Monthly

WHY ADVERTISE IN THE YORKSHIRE REPORTER

1. Family run. Established 2013
2. Available to pick up for FREE from over 600 outlets in your area
3. FREE advert design
4. All demographics covered
5. Every FREE copy is taken by 'conscious choice'
6. Proven network of high footfall supermarkets
7. Measured advertising response
8. Target audience matched to stores
9. Copies are actively managed to minimise waste
10. Display stands in stores are merchandised and copies restocked
11. PDA technology ensures 100% compliance and proof of delivery
12. Printed by Main Printers in the South of England

COPY DEADLINES

ISSUE MONTH	BOOKING DEADLINE	COPY DEADLINE	PRINT DATE
JANUARY	17 DECEMBER	23 DECEMBER	5 JANUARY
FEBRUARY	17 JANUARY	23 JANUARY	2 FEBRUARY
MARCH	17 FEBRUARY	23 FEBRUARY	3 MARCH
APRIL	17 MARCH	23 MARCH	30 MARCH
MAY	17 APRIL	23 APRIL	4 MAY
JUNE	17 MAY	23 MAY	1 JUNE
JULY	17 JUNE	23 JUNE	29 JUNE
AUGUST	17 JULY	23 JULY	3 AUGUST
SEPTEMBER	17 AUGUST	23 AUGUST	31 AUGUST
OCTOBER	17 SEPTEMBER	23 SEPTEMBER	28 SEPTEMBER
NOVEMBER	17 OCTOBER	23 OCTOBER	2 NOVEMBER
DECEMBER	17 NOVEMBER	23 NOVEMBER	30 NOVEMBER

**Yorkshire
Reporter**

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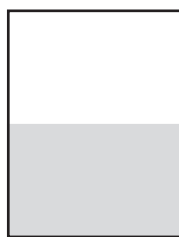
PRINT SPECIFICATIONS



Double Page
548mm x 320mm



Full Page
259mm x 320mm



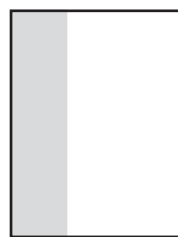
Half Page
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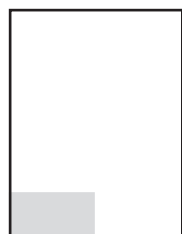
Half Page
129mm x 320mm



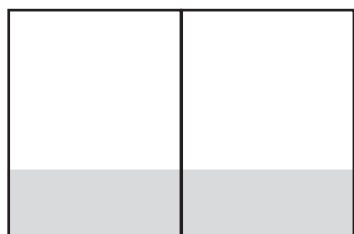
Quarter Page
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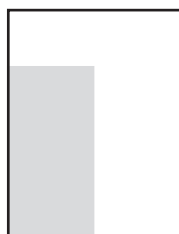
One Column
86mm x 320mm



FC Banner
129mm x 40mm



Centre Spread Banner
548mm x 80mm



Large MPDA
133mm x 244mm



Medium MPDA
133mm x 162mm



Small MPDA
133mm x 80mm

ADVERT REQUIREMENTS

Advertisers wishing to provide their own material should supply by email to
advertising@yorkshirereporter.co.uk

Files should be supplied as high resolution PDF or JPEG

ADVERTISING RATES

ADVERT SIZE	LEEDS	YORK & HARROGATE	BOTH
Double Page	£800	£800	£1500
Full Page	£420	£420	£750
Half Page	£320	£320	£550
Quarter Page	£200	£200	£360
One Column	£150	£150	£250
FC Banner	£150	£150	£250
Centre Spread Banner	£350	£350	£600

MULTI PAGE DISPLAY	LEEDS	YORK & HARROGATE	BOTH
Large MPDA	£130	£130	£210
Medium MPDA	£110	£110	£170
Small MPDA	£90	£90	£130

Discounts available for block bookings of three, six and twelve months

CLASSIFIED ADS	LEEDS	YORK & HARROGATE	BOTH
Large - 88mm (w) x 100mm (h)	£80	£80	£120
Medium - 88mm (w) x 50mm (h)	£40	£40	£60
Funeral - 88mm (w) x 140mm (h)	£80	£80	£150

Minimum three months booking for classified advertising

PUBLIC NOTICE or OPERATOR'S LICENCE £650

TESTIMONIALS

ADVERTISER

The Yorkshire Reporter has been a big part of our marketing for several years.

Our adverts always look professional and eye catching thanks to Chris and his design skills.

The wide coverage continues to bring us new customers and we would have no hesitation recommending Brian and his team who are always a pleasure to deal with.

Rachael @ Spectacular Eyewear

READER

The Yorkshire Reporter has an excellent variety of local news and articles providing interest for a full range of people of different ages and lifestyles. YR gives local information on current and historical facts not found elsewhere in newspapers.

NHS

Our hospitals provide services for patients all across Yorkshire so it is fantastic when stories about the great work of our teams can reach those same people through the pages of Yorkshire Reporter.

Julian Hartley, Chief Executive

WHERE IS THE YORKSHIRE REPORTER AVAILABLE FROM?

Our newspaper is available to pick up from over 600 selected outlets;

Sainsbury's

Nisalocal



Costcutter

TESCO
Every little helps

ASDA

TESCO
express

M MORRISONS



Sainsbury's Local

SHOPPING CENTRES, LIBRARIES, GARDEN CENTRES, ACCOUNTANTS, ONE STOP CENTRES,
TAKE AWAYS, FISH & CHIP RESTAURANTS, MOTOR DEALERSHIPS, HAIR SALONS, HOTELS,
NURSING HOMES, DOUBLE GLAZING COMPANIES, GARAGES & SERVICING CENTRES
PLUS MANY MORE HIGH FOOTFALL STORES AND OUTLETS

Also available to download from www.yorkshirereporter.co.uk

