



media information

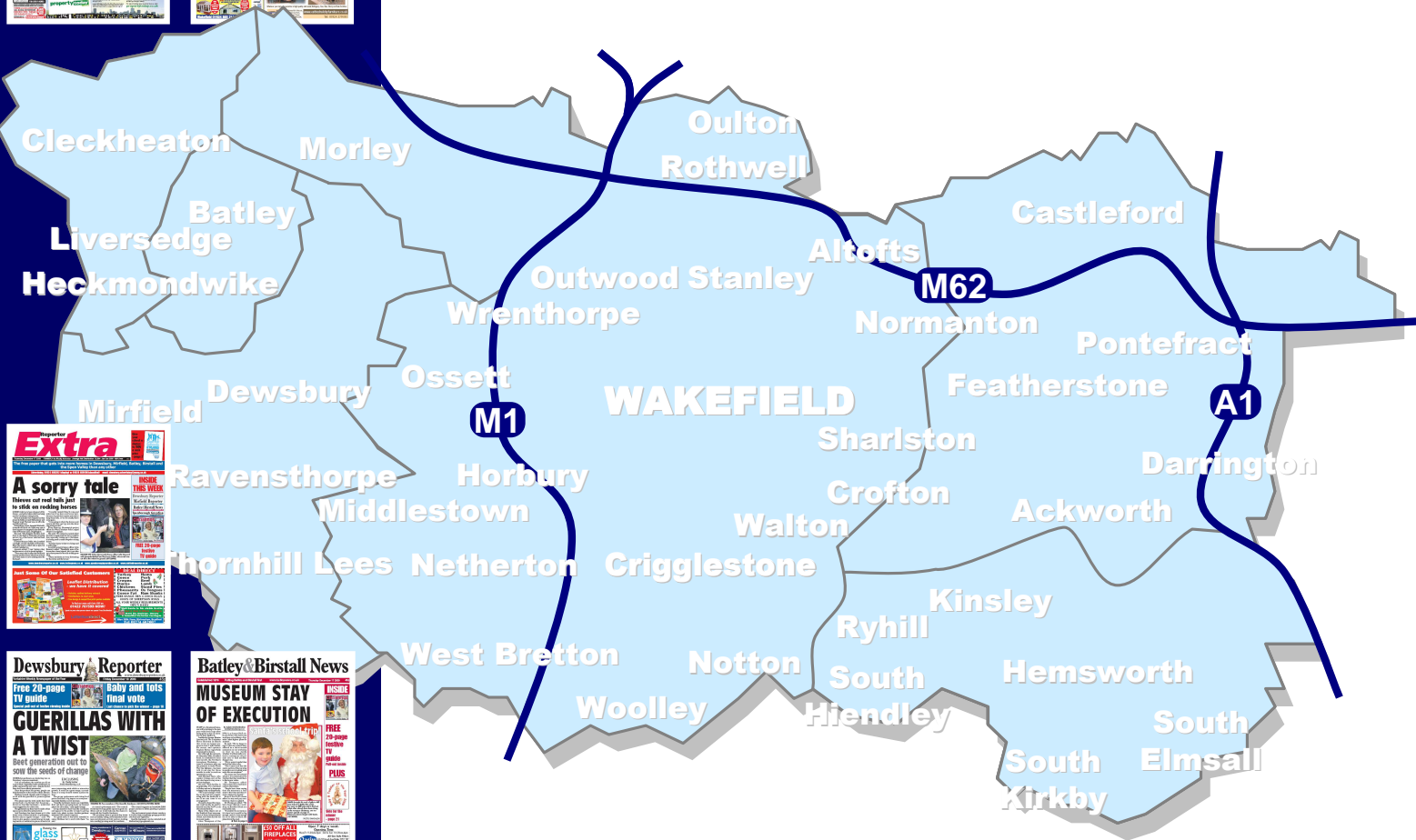
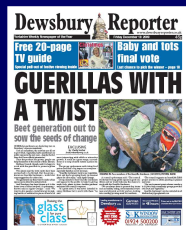
**Yorkshire Weekly Newspaper Group**

Express House, Southgate, Wakefield, WF1 1TE

T: 01924 375111 E: [advertising@ywng.co.uk](mailto:advertising@ywng.co.uk)

# Reaching

the heart  
of **your** market



# Five reasons to choose YWNG

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1

## **Competitive rates**

Our advertising rates are very competitive and we can offer a range of packages to suit your needs

2

## **Circulation**

More than 350,000 readers in Wakefield, Pontefract, Castleford, Hemsworth, Dewsbury, Batley, Cleckheaton, Morley and surrounding towns and villages.

3

## **Trusted brand**

Advertising in our in-print and online products gives you a unique opportunity to be associated with a trusted brand.

4

## **Creative**

We can produce highly creative and effective designs to maximise the impact of your advertising.

5

## **Professional**

YWNG products are written, designed and published by experienced professionals.

# Wakefield Express

**Wakefield Express**  
CITY EDITION Friday December 18 2009 www.wakefieldexpress.co.uk 57p

**INSIDE** FREE 20-page festive TV guide

**X-Factor star's meal deal offers with Domino's**

**Great HALF-PRICE**

**He was doing up to 82mph in a 30mph zone**  
**Fireball death driver guilty**

**Soldier died a hero - tributes**

**Party this Christmas?**

**the colour experts** Scott Banks HAIRDRESSING  
White Horse Yard Wakefield | 01924 366 000 | www.scottbanks.co.uk



www.wakefieldexpress.co.uk

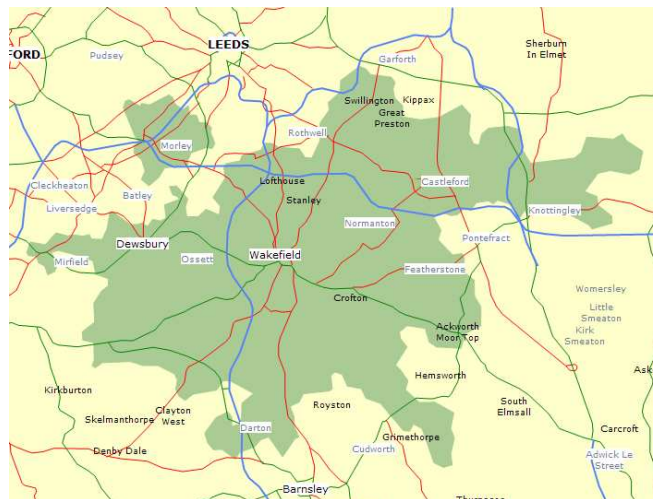
**Unique Visitors:** 46,697  
**Visits:** 67,131  
**Page Impressions:** 267,154  
Monthly figure Nov 2009  
(Webtrends 8)

If you want to know what's happening in the city of Wakefield and the districts surrounding it, then the Wakefield Express is essential reading.

Its unrivalled news coverage can be found in a main city edition and district editions covering Ossett, Horbury and Normanton areas.

Complementing its news service are comprehensive sports, leisure, property and motors sections.

The website [www.wakefieldexpress.co.uk](http://www.wakefieldexpress.co.uk) provides the very latest news and sport in between editions.



**Published:** Fridays  
**Deadline:** Wednesday 2pm  
(Motors/Ents Wednesday noon)

**Sold in:** Wakefield city centre, Normanton, Outwood, Stanley, Ossett, Wrenthorpe, Durkar, Kettlethorpe, Horbury, Middlestown, Netherton, Stanley, Crofton, Sharlston, Walton, Alverthorpe and surrounding towns and villages.

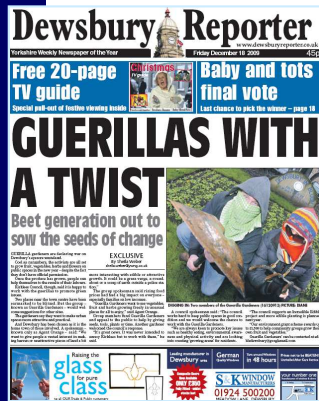
## Total readership by demographic group

Men 40,435 49%	Women 42,073 51%	
15-34 22,972 28%	35-54 30,730 37%	55+ 28,806 35%
ABC1 37,385 45%	C2DE 45,123 55%	

Total Readership **78,223** (Jicreg Jul-Dec 09)

Total Circulation **29,413** (ABC Jul-Dec 09)

# The Reporter Series



[www.morleyobserver.co.uk](http://www.morleyobserver.co.uk)  
**Unique Visitors:** 13,314  
**Visits:** 18,454  
**Page Impressions:** 62,031

[www.dewsburyreporter.co.uk](http://www.dewsburyreporter.co.uk)  
**Unique Visitors:** 16,301  
**Visits:** 21,205  
**Page Impressions:** 86,648

[www.mirfieldreporter.co.uk](http://www.mirfieldreporter.co.uk)  
**Unique Visitors:** 3,651  
**Visits:** 4,136  
**Page Impressions:** 11,158

[www.batleynews.co.uk](http://www.batleynews.co.uk)  
**Unique Visitors:** 11,745  
**Visits:** 15,022  
**Page Impressions:** 52,490

[www.spenboroughguardian.co.uk](http://www.spenboroughguardian.co.uk)  
**Unique Visitors:** 9,592  
**Visits:** 12,765  
**Page Impressions:** 43,790

Monthly figure Nov 2009 (Webtrends 8)

The Reporter Series includes the Dewsbury Reporter, Mirfield Reporter, Batley & Birstall News, Spenborough Guardian incorporating the Heckmondwike Herald and the Morley Observer & Advertiser.

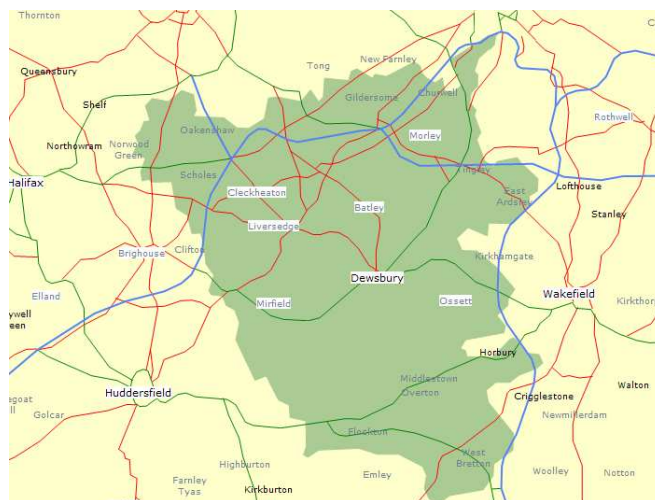
We know people turn to us first – not just to find out what's happening in the area, and to keep abreast with local sport – but for our advertising. Our local papers really are tried, trusted and tested and that applies not just to our news and sports coverage but to our advertising too.

Dewsbury Reporter & Mirfield Reporter  
**Circ: 10,836** (ABC Jul-Dec09)

Batley & Birstall News  
**Circ: 6,816** (ABC Jul-Dec09)

Spentborough Guardian  
**Circ: 7,227** (ABC Jul-Dec09)

Morley Observer & Advertiser  
**Circ: 5,180** (ABC Jul-Dec09)



Dewsbury Reporter & Mirfield Reporter published Fridays.  
 Deadline: Wednesday 12.30pm

Batley & Birstall News published Thursdays.  
 Deadline: Tuesday 2pm

Spentborough Guardian published Fridays.  
 Deadline: Wednesday 12.30pm

Morley Observer & Advertiser published Wednesdays.  
 Deadline: Monday 4pm

## Total readership by demographic group

Men 45,731 50%	Women 45,960 50%	
15-34 31,019 34%	35-54 31,460 34%	55+ 29,213 32%
ABC1 34,332 37%	C2DE 57,359 63%	

Total Readership **88,866** (Jicreg Jul-Dec 09)

Total Circulation **30,059** (ABC Jul-Dec 09)

# Pontefract & Castleford Express

**Pontefract & Castleford EXPRESS**

Thursday, December 17, 2009 www.pontefractandcastlefordexpress.co.uk 55p

Great half-price meal deal offers with Dominos

Your free 20-page Christmas TV guide inside

Valiant efforts saved brother in frozen pond horror

## Rescue prevented 'double tragedy'

by Joanna Wardell

The drowning of little Ben Newell could have been a double tragedy had it not been for the 'valiant' effort of rescuers who saved his brother.

At the closing of the inquest into six-year-old Ben's death, Wakefield coroner David Hinchliff praised the brave actions of the public and firefighters who had frantically tried to reach him and his brother Dylan, who was 12 at the time, after they slipped through the ice on frozen Street-house pond.

He told the inquest: "Had it not been for Dylan's own tummy and those who assisted him - both members of the public and the fire service - we would have been dealing with a double tragedy here.

The inquest heard the two boys were playing on the ice at about 7pm on February 7, while their friend, Joshua Powell, watched from the side of the pond.

As they smashed at the frozen pond with a stick and threw stones onto the ice, it shattered beneath them and they both fell through.

Continued on page two

**TOP QUALITY WINES AT CRAZY PRICES**

- LINDEMAN BIN RANGE 6 FOR £25.00
- WOLFBLASS RANGE 6 FOR £25.00
- BLOSSOM HILL RANGE 6 FOR £22.00
- ECHO FALL RANGE 6 FOR £19.00
- CHAMPAGNE FROM £13.00
- ITALIAN PINOT GRIGIO RANGE 6 FOR £15.00

**FARM SHOP PRODUCE**  
Fresh Local Grown Daily

- Spiced Shallots, Parsnips, Carrots and Cauliflower
- English Potatoes (Marie Piper)
- Italian New Potatoes
- Everlasting Firm Medium Cherries, Strawberries
- Ethical Fruit and Vegetables: Holly, Mistletoe and Wreaths
- Yorkshire Milk 2 litres only 99p

**DISPLAY FIREWORKS ON SALE FOR CHRISTMAS AND NEW YEAR**

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Authentic Chinese Lanterns  
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www.thepowderkeg.co.uk

FREE PARKING - OPEN 'TIL LATE EVERY DAY UNTIL CHRISTMAS

4-16 Aire Street Castleford WF10 1JJ www.dandgroup.co.uk 01977 559883

www.pontefractandcastlefordexpress.co.uk

**Unique Visitors: 21,506**  
**Visits: 29,644**  
**Page Impressions: 110,097**  
**Monthly figure Nov 2009 (Webtrends 8)**

The Pontefract & Castleford Express remains the prime source of local news and events in Pontefract, Castleford, Featherstone, Ackworth and surrounding villages. The newspaper continues to provide a comprehensive local news service, with extensive coverage of community issues and events. Added to this is full coverage of the local sports scene, ranging from junior sports reports to detailed coverage of Castleford Tigers and Featherstone Rovers.

Our website [www.pontefractandcastlefordexpress.co.uk](http://www.pontefractandcastlefordexpress.co.uk) provides a breaking news service and innovative webchats with local police chiefs and MPs.



**Published:** Thursdays  
**Deadline:** Tuesday 2pm (Motors/Ents Tuesday noon)

**Sold in:** Pontefract, Castleford, Featherstone, Ackworth, Ferrybridge, Knottingley and surrounding villages.

## Total readership by demographic group

Men 28,136 49%	Women 29,698 51%	
15-34 15,118 26%	35-54 21,120 37%	55+ 21,595 37%
ABC1 21,592 37%	C2DE 36,242 63%	

Total Readership **56,038** (Jicreg Jul-Dec 09)

Total Circulation **21,666** (ABC Jul-Dec 09)





# Reporter Extra

**Reporter Extra**  
Thursday December 17 2009 FORMERLY the Weekly Advertiser Average Nil Distribution 52,681 Jan-Jun 2009 100% free

The free paper that gets into more homes in Dewsbury, Mirfield, Batley, Birstall and the Spen Valley than any other

Advertising: 01924 468292 (toll-free) or 01924 468996 (local) email: dewsburyreporter@yung.co.uk

**A sorry tale**  
Thieves cut real tails just to stick on rocking horses

**INSIDE THIS WEEK**  
Dewsbury Reporter  
Mirfield Reporter  
Batley & Birstall News  
Spenborough Guardian  
Christmas TV guide

**FREE 20-page festive TV guide**

www.dewsburyreporter.co.uk www.batleyreporter.co.uk www.spenboroughguardian.co.uk www.mirfieldreporter.co.uk

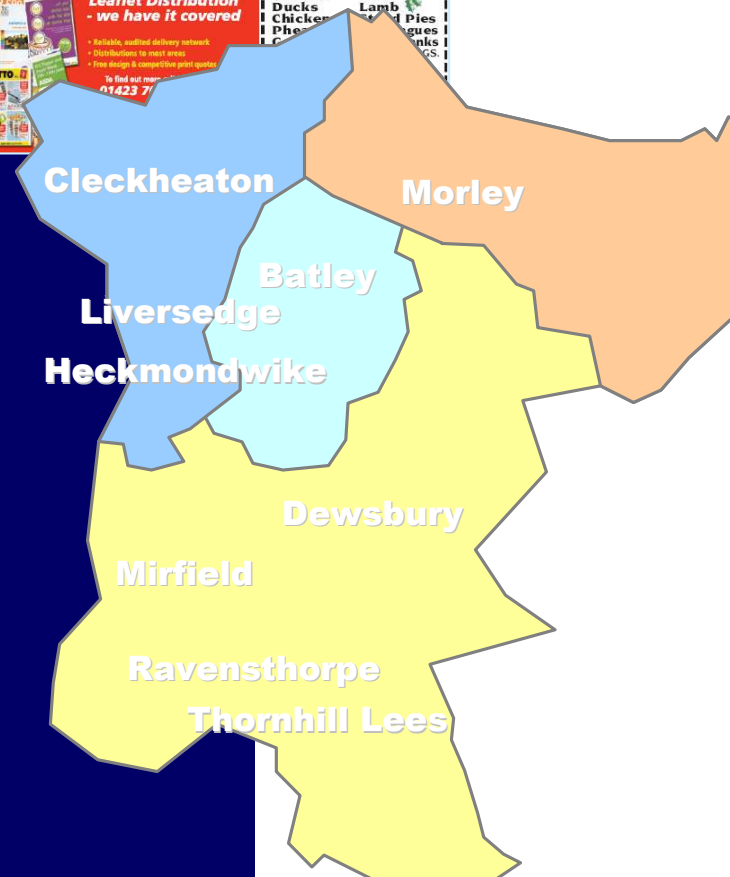
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**DEAL DIRECT**  
Turkey Geese Ducks Pheasants  
Hams Pork Beef Lamb Pies  
Crown Chicken Pies Sausages  
Cakes Breads



Birkenshaw	BD11 2	2,226
Cleckheaton	BD19 3	1,651
Cleckheaton / Gomersall	BD19 4	1,922
Cleckheaton	BD19 5	980
Cleckheaton / Hightown	BD19 6	624
Thornhill / Thornhill Edge	WF12 0	1,899
Dewsbury / Hanging Heaton / Chidswell	WF12 7	2,642
Dewsbury / Batley	WF12 8	624
Dewsbury / Batley Carr	WF13 1	307
Dewsbury	WF13 2	695
Heckmondwike	WF13 3	1,255
Mirfield	WF14 0	2,360
Mirfield	WF14 8	635
Mirfield	WF14 9	3,507
Liversedge / Roberttown	WF15 6	1,656
Norristhorpe / Roberttown / Liversedge	WF15 7	2,809
Hightown / Liversedge	WF15 8	1,480
Heckmondwike	WF16 0	1,255
Heckmondwike / Roberttown	WF16 9	1,786
Birstall / Batley Carr	WF17 0	2,027
Batley	WF17 5	692
Batley / Soothill	WF17 6	1,290
Clerk Green / Staincliffe / Cross Bank	WF17 7	2,566
White Lee / Cross Bank / Birstall / Batley	WF17 8	2,194
Birstall / White Lee	WF17 9	1,573

- **Published Thursdays**
- **Deadline Monday 5pm**

## Total readership by demographic group

Men 26,800 47%	Women 29,691 53%	
15-34 15,947 28%	35-54 20,125 36%	55+ 20,418 36%
ABC1 23,493 42%	C2DE 32,997 58%	

Total Readership **47,516** (Jicreg Jul-Dec 09)

Total Circulation **32,710** (Jicreg Jul-Dec 09)

# Local Display Advertising Rates

Title	Cm Rate
Wakefield Express	£6.64
Pontefract & Castleford Express	£5.84
Morley Observer & Advertiser	£4.01
Hemsworth & South Elmsall Express	£4.40
Dewsbury Reporter	£4.06
Batley & Birstall News	£3.32
Spensorborough Guardian	£5.41
Reporter Extra	£5.29
Midweek Extra	£7.21

Multi week discounts for all titles (excluding Midweek Extra)

**3+ Ins 15%**   **6+ Ins 20%**   **12+ Ins 25%**   **26+ Ins 30%**

Multi week discount for Midweek Extra

**3+ Ins 5%**   **6+ Ins 10%**   **12+ Ins 15%**   **26+ Ins 20%**

Multi title discounts

**2 – 5%,   3 – 10%,   4 – 15%,   5 – 20%,   6 – 25%,   7 – 30%,   8 – 35%**