



**Audience
& Opportunities**
January 2016

Content

GAZETTE MEDIA COMPANY OVERVIEW

Print & online

GMC

Total audiences & interactions

Key facts

Herald & Post

DIGITAL

gazettelive.co.uk desktop & mobile

SOCIAL

Facebook & Twitter

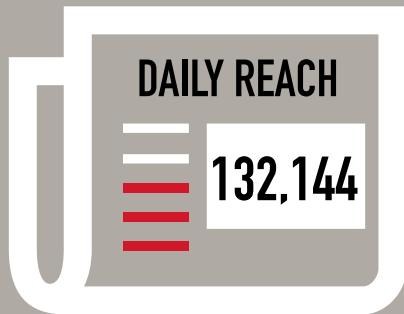
SPONSORSHIP OPPORTUNITIES

SUMMARY & QUESTIONS

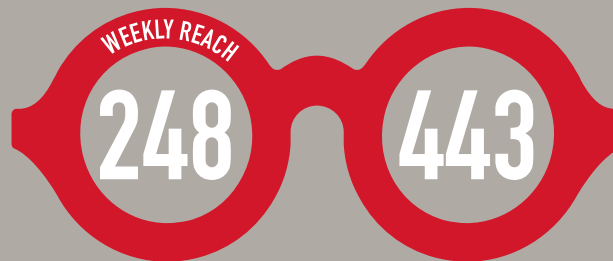


Gazette Media Company Overview

The Gazette has been the voice of Teesside since 1860 and with GazetteLive it now reaches more Teessiders than ever before. Giving Teesside a media footprint well beyond traditional boundaries.



1 insert in the Gazette and 1 day online at Gazettelive.co.uk



50% of all adults in the Teesside read The Gazette print and online platforms in a week.



Over the course of one month, GMC titles in print and online are seen by 81% of the entire Teesside population

GMC

Gazette • Media • Company

The Gazette

 Daily Circulation: 25,658

 Daily Readership: 66,299

 Weekly Readership: 109,015

Source: Jicreg November 2015
ABC: Jan - June 2015

DIGITAL (Mobile App. December 2015)



Uniques

Page views

iOS	6,564	1,104,009
Android	1,796	151,918

Source: ABCe December 2015

DIGITAL (Website. December 2015)



Uniques

Page Views

GazetteLive (Global):	1,504,658	15,935,207
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Source: ABCe December 2015

SOCIAL MEDIA AUDIENCE (December 2015)



The Gazette: 82,579 40,500

Gazette Boro: 75,235 13,900

SOCIAL MEDIA REACH (October 2015)



The Gazette: 132,338

Likes increase by 20%
(6 month period from
June- Oct)



Gazette Boro: 74,892

Likes increased by 66% (6 month period from June- Oct)

Numbers correct as of 2.12.15; October reach average

5,654,890

TOTAL MONTHLY INTERACTIONS

Opportunities to see: Source: Jicreg November; Base NE:
Monthly print, monthly digital, monthly social media reach



The Gazette

Key facts



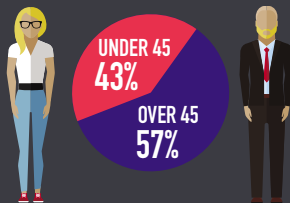
TEESSIDE'S BEST READ REGIONAL TITLE

Insights + USPs



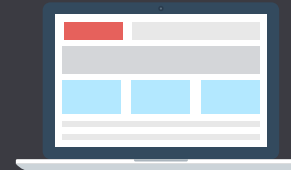
READ EVERY DAY BY ENOUGH PEOPLE TO FILL THE RIVERSIDE STADIUM TWICE & STILL HAVE A QUEUE OUTSIDE

PART OF TEESSIDE FOR OVER 150 YEARS

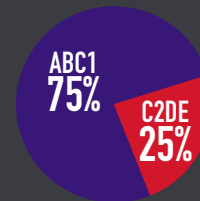


GazetteLive

INTERACTIVE AND AVAILABLE 24/7



58% YEAR ON YEAR INCREASE IN PAGE VIEWS



GMC
Gazette • Media • Company

Herald & Post

DISTRIBUTION BY AREA

Row Labels	Door to Door Distributed	Supermarket Pick-up	Total Distribution
TS 1	0	340	340
TS 3	0	685	685
TS 5	6494	145	6639
TS 6	0	1175	1175
TS 7	3972	0	3972
TS 8	1750	845	2595
TS 9	1533	175	1708
TS10	4749	1710	6459
TS11	4100	110	4210
TS12	761	430	1191
TS14	3878	550	4428
TS15	1709	300	2009
TS16	1272	300	1572
TS17	5104	1285	6389
TS18	3359	680	4039
TS19	3246	350	3596
TS20	4278	85	4363
TS21	0	600	600
TS22	1956	50	2006
TS23	6720	855	7575
Total	54881	10670	65551

Herald & Post

Weekly Circulation: 65,551*
 Weekly Readership: 88,084

Source: Jicreg November 2015
 Publishers statement Jan 2016

DISTRIBUTION

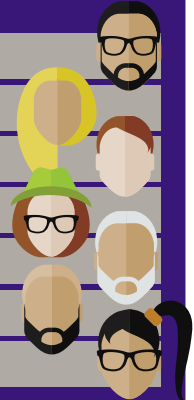


54,881 COPIES DELIVERED
DOOR-TO-DOOR

10,670 COPIES FREE PICK-UP
IN MAJOR SUPERMARKETS

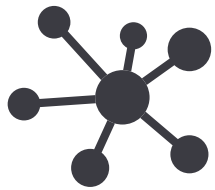
DEMOGRAPHICS

MALE	47%
FEMALE	53%
15-34	24%
35-54	33%
55+	43%
ABC1	51%
C2DE	49%



352,348
 TOTAL MONTHLY INTERACTIONS
 (Opportunities to see)





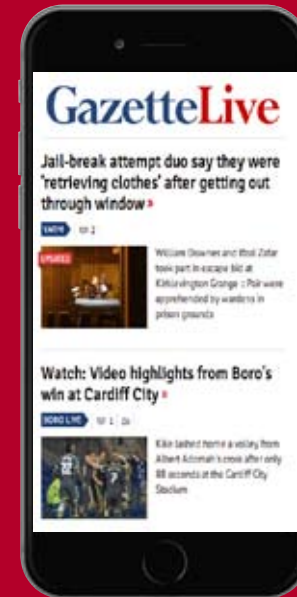
Digital

Two platforms

gazettelive.co.uk desktop



gazettelive.co.uk mobile



	Uniques	Page views
Desktop	573,000	7,966,093

	Uniques	Page views
Mobile	931,866	7,969,114



Social

THE GAZETTE:

Numbers correct as of 2.12.15

82,579



Facebook

Teesside Gazette

40,500



Twitter

@EveningGazette

GAZETTE BORO:

Numbers correct as of 2.12.15

75,235



Facebook

Gazette Boro

13,900



Twitter

@GazetteBoro

Our social channels
are highly engaged
and wide-reaching

Our digital audience
is vast and mobile





Sponsorship Opportunities

We have a whole range of sponsorship packages to utilise the following sectors, so you can achieve high impact brand presence...



Motors



Fashion



Business



**Music &
Entertainment**



Homes

Summary/ Key Messages

PRESS

- The Gazette is Teesside's BEST READ regional daily title
 - Positive. Passionate. Compelling. Trusted.
 - Part of the local area for over 150 years
-

DIGITAL

- Interactive and available 24/7, packed with local news, sport, politics, entertainment and lifestyle
 - 58% increase in page views year on year
-

SOCIAL

- Social channels are highly engaging and open for commercial business
 - Creative opportunities available including post and link, sponsored post/tweet and competitions
-



Thanks for your time.

**For more information visit us at
www.trinitymirrone.co.uk**