

Made in Sheffield

MADE IN
SHEFFIELD

Sheffield Newspapers

Proud to be speaking for the region

TO FIND out what's happening in South Yorkshire - or to find the greatest audience for your services - there's one place to turn. Sheffield Newspapers

Limited speaks for the region. SNL Managing Director Mark Rodgers said: "Our publications are, quite simply, the voice of Sheffield. And that is why so many people turn to us when they have a message they want to spread.

"We are in touch with hundreds of thousands of people in Sheffield and beyond. And, thanks to our website, sheffieldtoday.co.uk, we now keep people across the world informed of what is happening in England's fourth largest city. "Through the pages of our publications, we can help companies reach customers in a direct and effective manner. Those newspapers, magazines and websites are trusted and treasured by the people of our region. This trust has been built thanks to a relationship which has been forged over the generations.

"For instance, The Star is the city's best known brand. To many people we are Sheffield. Many companies and organisations know the value of spreading the message through the publications from the SNL stable.

"And what is more, we are Made In Sheffield - and proud of it!" The company's flagship title and South Yorkshire's number one information resource is The Star, with an average daily readership of 165,997.

The paper's strength lies in its ability to reach a large audience in a way that is fresh and appealing to all.

A number of regular features and supplements ensures that The Star maintains relevance to our readers' lifestyles with well-established sections including Time Out, Motors Today, Business and Star Sport, all of which bring quality local news, features and information to South Yorkshire.

The Star's sister publication, The Sheffield Telegraph, dates back to 1855 and - albeit in a different form - has always been associated with quality and style.

It is dedicated to providing Sheffield and north Derbyshire's ABC1 residents with an information source which is entertaining, enlightening and altogether committed to being a central part of their ever-changing lifestyles.

The accompanying Sheffield Property Guide is the biggest and most popular source of information on homes anywhere in the region, delivering a relentless supply of new properties and related items every

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TELEGRAPH
Profile
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Journal
The
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week. Profile magazine is more than just another glossy monthly - it's a way of life.

The quality lifestyles magazine is distributed to some of the most exclusive addresses in Sheffield and north Derbyshire and, every month, reflects changing trends in design, fashion, foods and entertainment, meeting the people who make a difference.

Our monthly Verified Free Distribution figure guarantees that clients know exactly where Profile is being distributed, meaning that their advertisement will reach a specifically targeted market.

In addition, Profile has a long-term contract to be the official guide to Bakewell Show,

one of Derbyshire's top annual events. Profile is the ideal way to access one of the wealthiest audiences in the UK.

Sheffield Newspapers also boasts two free, weekly publications to reach key audiences. The Sheffield Weekly Gazette is the largest free distributed publication within its catchment area with a Verified Free Distribution figure of 109,546 - with 165,971 average weekly readers.

It is delivered every Thursday and contains superb editorial content, weekly TV guide, crossword and horoscopes. Fun and informative to its many readers, the Gazette is an ideal platform for both existing and new advertisers.

The Sheffield Journal is a free weekly title and north Sheffield's largest publication, distributed every Thursday to 60,775 homes and read by 88,916 people.

It, too, contains excellent editorial, broken down to cover relevant areas, as well as a weekend TV guide, crosswords and horoscopes.

When it comes to specialist titles, the Angling Star is unbeatable. Now the leading angling publication in the region, it is written by anglers, for anglers.

Its writers are the diehards of the sport who have earned a certain "bankside cred" for their achievements.

Sheffield Newspapers is about to begin an important new era as printing of its products moves from York Street in Sheffield city centre to a state-of-the-art centre at Dinnington.

Parent company Johnston Press has made its largest investment to date of £65 million in the 10-acre site of the former Dinnington Colliery, close to junction 31 of the M1. The development is the first phase of a regeneration project for which there are also plans for manufacturing units and an hotel.

The print facility will operate seven nights and six days and employ 90 full-time employees.

Titles from Sheffield and Wakefield will be transferred to the

centre between July and November this year.

The move will provide new opportunities for the company, allowing re-design of titles to take advantage of additional colour, stitching and trimming operations.

Mark Rodgers:
Managing Director of SNL



Moving Forward

www.sheffieldtoday.co.uk

The Star
Business

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TELEGRAPH

Industrial Survey '07

Profile

Gazette
and Motor Guide

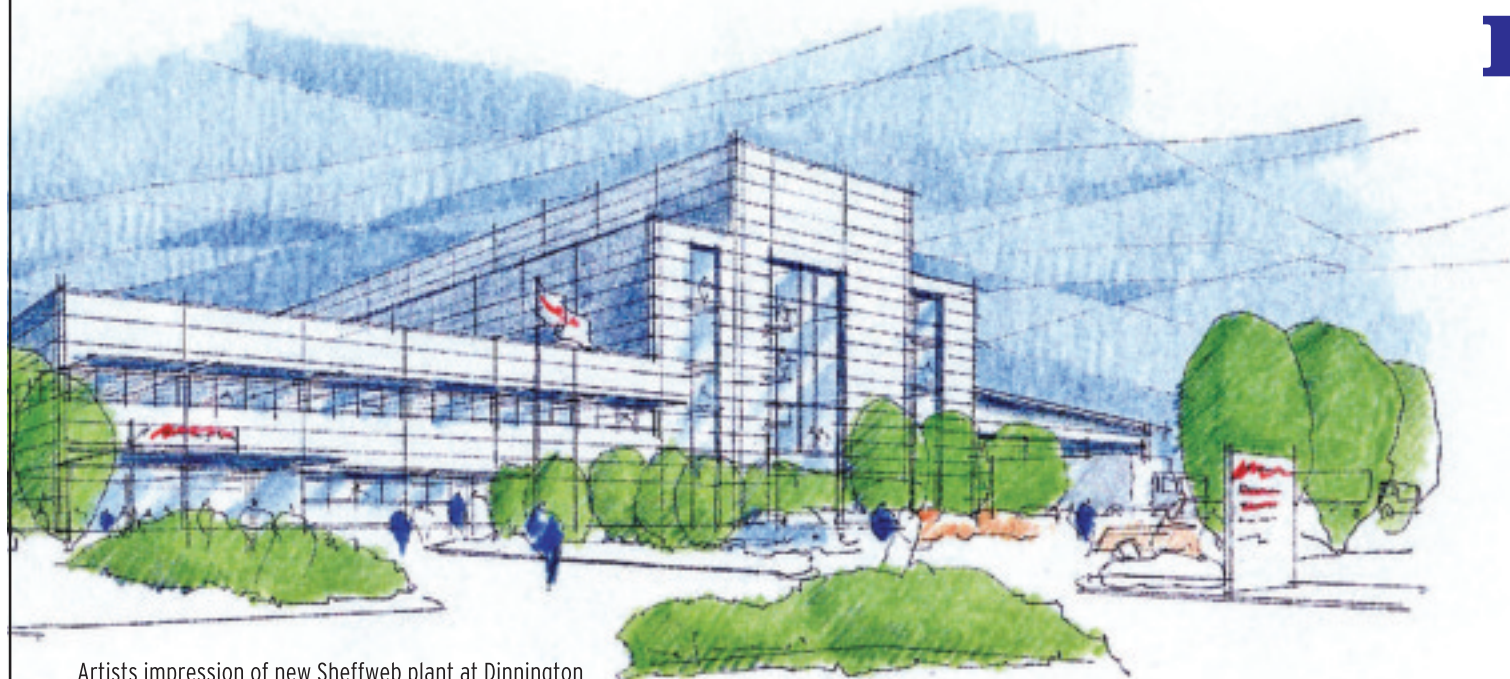
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For details of the above call

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Artists impression of new Sheffweb plant at Dinnington