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PUBLISHED MEDIA GROUP  
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# ABOUT US

## WRITERS

▷ MORE THAN 350 WRITERS

## EDITORS

▷ 7 EDITORS

## PUBLICATIONS

▷ 6 NEW-GENERATION PUBLICATIONS

# MANAGEMENT TEAM

## RICHARD TRINDER - MANAGING EDITOR

Richard is the founder of the published media group. He has a strong background in delivering international IT projects - having been a CTO in California's Silicon Valley. Richard designed the underlying technology on which all the group's publications are based and continues to play an active part in the expansion of the group.



## ANDREW PALMER - GROUP EDITOR



Andrew is a former Yorkshire Post journalist having trained with ex Observer editor Donald Treford at Sheffield University. He worked on a classical music programme for BBC Radio Essex and started a number of arts magazines as well as being the founder editor of the magazine Cathedral Music which he ran for 20 years. In a diverse career he first set out as a scientist, was a CEO and worked for the CBI running its Yorkshire & Humber office.

## PHIL HOPKINS COMMISSIONING EDITOR



## STEVE WHITAKER FEATURES WRITER



## ANDY HARRIS MOTORING EDITOR



## HELEN KITCHEN BUSINESS EDITOR



## LIZ COGGINS FEATURES EDITOR



# PUBLICATIONS

- ▷ LAUNCHED 2011
- ▷ 4 REGIONAL NEWSPAPERS
- ▷ UK ARTS MAGAZINE
- ▷ GLOBAL POETRY FOR  
CHILDREN MAGAZINE
- ▷ CONSISTENT YEAR ON  
YEAR GROWTH



# Yorkshire Times

A VOICE OF THE NORTH

[FRONTPAGE](#)
[BUSINESS](#)
[ARTS](#)
[CARS](#)
[LIFESTYLE](#)
[FAMILY](#)
[TRAVEL](#)
[SPORTS](#)
[SCITECH](#)
[NATURE](#)
[ACTION](#)
[WHATSON](#)

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**BE IN BRIEF:** Road Safety Week - 16-21 November

## FEATURED WRITERS

**Phil Hopkins**

The Best Post-Pandemic Tonic – Rocky Horror!



ARTS

**Jan Harris**

The November Frosty Moon



NATURE

**Graham Read**

Hamilton Reduces Verstappen's Title Lead In Brazil



SPORTS

**Wharfedale RUFC**

Match Report: Hull at Wharfedale 6



SPORTS

Weather for the next 24 hours: (sunrise 7:34AM, sunset 4:50PM)



Tue, 06:00PM  
overcast clouds  
10.4°C  
SW 8mph



Tue, 09:00PM  
overcast clouds  
10.4°C  
SW 8mph



Wed, 12:00AM  
light rain  
9.8°C  
SW 8mph



Wed, 03:00AM  
scattered clouds  
9.8°C  
SW 8mph



Wed, 06:00AM  
broken clouds  
8.8°C  
SW 8mph



Wed, 09:00AM  
overcast clouds  
8.0°C  
SW 8mph



Wed, 12:00PM  
broken clouds  
10.9°C  
SW 8mph



Wed, 03:00PM  
broken clouds  
10.1°C  
SW 8mph

## LATEST



Hamilton Reduces Verstappen's Title Lead In Brazil

## ROAD SAFETY WEEK: HOW TO STAY SAFE ON THE ROADS

Today marks the start of Road Safety Week, a UK wide campaign to raise awareness and encourage safer driving and transport on our roads. Car Insurance Expert at Confused.com Alex Kindred says: "During the pandemic, we saw a 26% decrease in road accidents as less people were on the roads."



## TRENDING

**BUILDBASE FA TROPHY: SECOND ROUND DRAW...**



SPORTS

**THE BEST POST-PANDEMIC TONIC – ROCKY HORROR!**



ARTS

**THE NOVEMBER FROSTY MOON...**



NATURE

**UK EMPLOYERS WARNED THAT THOUSANDS MORE WORKERS WILL PLUNGE INTO POVERTY WITHOUT...**

BUSINESS

**FURTHER EXPANSION FOR SIMPSON MILLAR'S NATIONAL EMPLOYMENT LAW TEAM...**

BUSINESS

**HMRC Warns Customers About Self Assessment Tricksters**



**COP 26 Ends With Global Agreement To Speed Up Action On Climate Change**



# Lancashire Times

A VOICE OF THE NORTH

FRONTPAGE BUSINESS ARTS CARS LIFESTYLE FAMILY TRAVEL SPORTS SCITECH NATURE FICTION WHATSON

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all articles africa american asia cruising deals europe holidays hotels luxury mobile app short breaks ski travel tips uk

## NEW ARCTIC GLAMPING EXPERIENCE

A new Arctic Northern Lights glamping experience has been launched in the run up to Christmas. Available from December 1st to the end of March, the Reconnect Under the Aurora experience in Sweden has been designed as the perfect way to bring loved ones together under the gaze of the Northern Lights.



One UK Pound is currently worth:

USD	BTC	CNH	JPY	EUR	AUD	PHP
US Dollar	Bitcoin	Chinese Ren. Offshore	Japanese Yen	Euro	Australian Dollar	Philippine Peso
1.41156	0.00002849	9.0784	153.956	1.15847	1.82289	67.558

### Christmas Markets Trips Resume



Reno Christmas Markets flights and short trips take off again this month with six winter wonderland destinations earmarked for Leeds Bradford Airport. LeisureJet and the UK's largest operator of European city breaks, JetCityBreaks, start their festive programme soon with a new mini-series of dedicated trips to Berlin (BR).

12:30 AM 16th November 2021

### Picturesque Holiday Parks From £144

Phil Hopkins  
Arts & Travel Editor



Large Accommodation

Escape to some of the UK's most picturesque spots this month whilst enjoying the ultimate holiday park experience in Scotland or northern England. Here's a few ideas: Escape to Thurston Manor Leisure Park and enjoy the ultimate holiday park experience.

1:00 AM 11th November 2021

### Esplanade Gets Spruce Up

Phil Hopkins  
Arts & Travel Editor



Scarborough's Esplanade Hotel has been given a £500,000 facelift. The work is part of Dunelm's

### Time For Some Tulips As Amsterdam Says Hello Again

Phil Hopkins  
Arts & Travel Editor



Photo: Adrian Gilman www.lamp-photos.com

### Deals – November 7th

UAE – Ras Al Khaimah from £895: Relax in Ras Al Khaimah on this seven-night holiday staying at the 5\* Cove Rotana Resort. The beachfront Cove Rotana has two restaurants, four bars, a private beach and two pools. Price includes return flights from Manchester Airport on 24 Nov and seven night\* accommodation on a half board basis.

1:00 AM 7th November 2021

### Manchester Airport 'Fuel' First

Manchester's Airport has become the first in the UK to have a direct feed of Sustainable Aviation Fuel (SAF) thanks to a partnership with Fulcrum BioEnergy Limited UK (Fulcrum).



**Cumbria Times**  
A VOICE OF THE NORTH

FRONTPAGE

BUSINESS

ARTS

CARS

LIFESTYLE

FAMILY

TRAVEL

SPORTS

SCITECH

NATURE

FICTION

WHATSON

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## THE NOVEMBER FROSTY MOON

The full moon in the month of November is called the Beaver Moon or even the Frost Moon because in November the weather starts to turn chilly and frosts are common at this time of year. It will rise on Friday 19 November 2021 and gets the name of Beaver Moon because beavers build their winter dams in November in preparation for the cold season.



## Taking A Natural Approach To Flood Management On The Road Network



The A595 Skelthorpe Road is one route to benefit from the pilot scheme.

Farmers and landowners across three river catchments in Cumbria and the North West are harnessing the power of nature in a pilot scheme to better protect the major road network from flooding. National Highways has awarded more than £420,000 to 13 Natural Flood Management projects in the first round of the project, covering parts of the Little Don, River Ebor and River Swale catchments.

12:28 PM 08 November 2021

## 'One Of The Greenest Things The Government Can Do Is To Keep Farmers Farming'



Image by Colin from Pixabay

Speakers at the Northern Farming Conference last week shone a spotlight on the impact of Brexit, the transition of agri-support schemes and the Covid-19 pandemic on UK farming and agriculture. The impressive line-up of speakers shared their views at Hathers Ruction Mart on Wednesday, where 150 delegates - industry experts, farmers and politicians - gathered for the 11th instalment of the event.

12:30 AM 09 November 2021

## Heavy Snow Could Be On Its Way



With the risk of snow set to surge in the latter part of this week, bookmaker William Hill has slashed its White Christmas odds across the UK.

1:55 AM 15th November 2021

## Grow Your Own Tropical TikTok Fruit At Home



Image by Susan White from Pixabay

Green-fingered people living in the UK are turning to social media for ideas with 'Grow your own fruit' - the latest TikTok trend to inspire budding gardeners.

12:05 AM 16th November 2021

## Propagating Common Houseplants

Brits are being offered an ultimate guide to creating new plants from ones which they may already have in their home. The plant experts at Gardening Express have shared advice on how to propagate common houseplants. Most of us will be familiar with using seeds, but this isn't the only method that can be used to fill a home with greenery.

1:15 AM 09 November 2021

## It Begins In Glasgow. Will It Be A Fair COP?

Opinion

World leaders and thousands upon thousands of delegates, activists and protesters are now gathered in Glasgow for COP26. It is billed as the most crucial climate summit of all time; an epoch-defining moment; a make or break moment for the planet.

5:05 AM 1st November 2021

## Halloween: Pumpkins And

## Response To The RSPB

## Plant More Trees Or Miss

# NE North East Post

A VOICE OF THE NORTH

FRONTAGE BUSINESS ARTS CARS LIFESTYLE FAMILY TRAVEL SPORTS SCITECH NATURE FICTION WHATSON

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all articles entertainment food and drink health out and about time for life

## SOMEWHERE FOR THE WEEKEND: PULSATING PORTO ON THE DOURO

The latest article in our Time for Life section - designed to inspire our readers to make time to follow their passion and dreams - puts the spotlight on heart stopping Porto, Portugal's second largest city.



Gateway to vibrant the iconic port wine bridge. Images by JANE HORN

## Weekend Dining: The Fat Badger

Andrew Palmer  
Group Editor



The Fat Badger, part of the White Hart Hotel, sits majestically at the bottom of Cold Bath Road street, being in the middle of the Melpeter Quarter of Harrogate. Its central location is handy for the discerning shopper looking for a cocktail after a day's retail therapy or friends meeting up for a glass of wine or a pint from its range of local craft ales.

9:22 AM 12th November 2021

## Moving House: Before, During & After

Claire Marie  
Features Writer



40+ blogger Claire Marie reflects on the one-year anniversary her lockdown house move.

2:40 AM 12th November 2021



## Cyclist Given First Pennine Bridleway Map



Pennine National Trails Partnership Manager Jo McIlroy hands new map to Phil Asherton at Suber Rock in Ingletonburgh

A man from Kendal cycling in rain on single track last week became the first person to receive a new map of the Pennine Bridleway National Trail. Staff with maps to give away were beginning to question their promotional attempt when Phil Asherton emerged from the bracken.

12:11 PM 15th November 2021

## How To Bring A Touch Of Autumn Into Your Home



Autumn is one of the most beautiful times of the year, making it the perfect season to replicate within your home. Be inspired by the best parts of the autumn season and brighten up your home by bringing a touch of the outside inside. Here, Clare Morrison, photo expert at CHW, shares her advice on bringing the best parts of autumn into your home this season.

12:13 AM 16th November 2021

## 9 Out Of 10 Brits Have Performed An Unexpected 'Good Deed' For Someone

Grand Central Rail is searching for the UK's kindest people, asking the nation to nominate those who have done a good deed for them over the past year.

12:16 AM 16th November 2021

## CAMRA's Iconic Good Beer Guide Shows Impact Of Pandemic On North East Industry

North East region records 184 pubs, with 21 newly listed, plus 75 breweries. The new breweries have opened in 2021, however five have closed in the region. The guide's foreword this year written by singer and publican James Blunt, who encourages customers to support their local pubs.

12:18 AM 16th November 2021

Revealed: Newcastle Is The

Hawksbill Caribbean

Weekend Dining: The

# chimeo

A CELEBRATION OF THE ARTS

LATEST | THEATRE | MUSIC | DANCE | BOOKS | VISUAL ARTS

## ALBUM REVIEW: *THANK YOU* - DIANA ROSS

With UK tour dates scheduled for 2022, Diana Ross closes out 2021 with the delivery of her first studio album in 15 years (and her first original material since 1999's *Every Day Is A New Day*). Written and recorded during the lockdowns last...



## TRAMLINES- SHEFFIELD'S BIGGEST MUSICAL FESTIVAL REVEALS 2022 LINE UP



Art, Lottery Winners,...

Tramlines, Sheffield's biggest city-based music festival has announced the lineup for the 2022 event at Hillsborough Park in Sheffield from Friday 22nd to Sunday 24th July. Headlining are Sam Fender (Friday), Kasabian (Saturday), and Madness (Sunday). Other acts performing over the three day event include The Wombats, The Vaccines, James, Declan McKenna, Sigrid, Becky Hill, Reverend and The Makers, Little Man Tate, Shed Seven, Self Esteem, The Coral, Sports Team, Inhaler, The Snuts, Jade Bird, Sam Ryder, Yard

## DEACON BLUE – MAKING BLACKPOOL ROCK IN A CITY OF LOVE

The last time I visited the Blackpool Opera House was during lockdown in one of those virtual experiences where you watch the show on a screen in your own home. The audience was made up of images of itself, shown on TV screens placed on top of the seats in the stalls. It felt surreal, detached and soulless. It felt so good to be able to actually walk back into the Blackpool Opera House full of excited Deacon Blue fans. The...

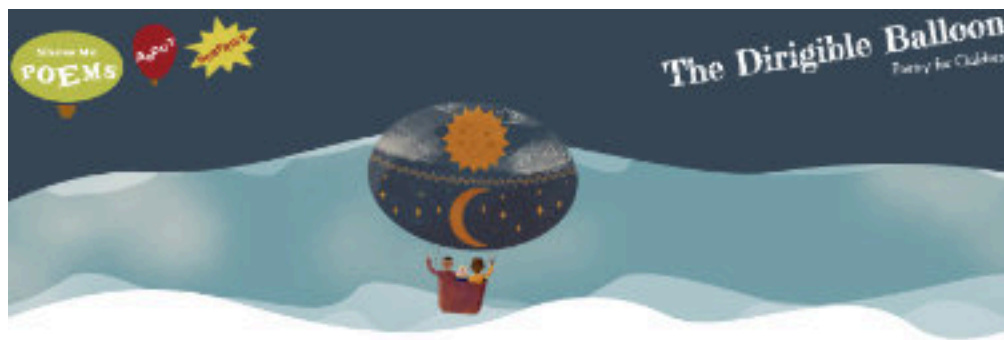


## IF PARADISE... ANDY FAIRWEATHER LOW & THE LOW RIDERS AT SETTLE



seemingly at home in the...

Andy Fairweather Low's genial onstage persona does not dovetail neatly with expectation: his easy wit and endearing self-deprecation are entirely at odds with an illustrious career whose stepping stones en route have included Amen Corner and several successful solo ventures. Low's connections are the stuff of legend: he has accompanied Eric Clapton, George Harrison, Roger Waters, Linda Ronstadt and Emmylou Harris, and many others in various historical incarnations. And the irony was not lost on him;



Welcome aboard The Dirigible Balloon, the publication with lots and lots of poems for children!

The crew are busy organising a flight to remember, with new places to visit, different creatures to see and a sky load of fun and adventure as well. Written and read by poets from around the world, with a fresh batch uploaded every month, our poems will delight, intrigue and astound you.

Come have a look and prepare to lift off in The Dirigible Balloon!

### The Dirigible Balloon

With our sandwiches packed  
and our bottles of juice,  
under fluffy white clouds and the sun,  
we all climb aboard  
this balloon of delight  
in a search for new places and fun.  
With friends by our sides,  
happy faces all round  
and excitement in everyone's eyes,  
our dirigible lifts  
off the ground like a bird  
to adventure high up in blue skies.

Jonathan Humble

### Find some poems...

Choose from any of these categories:

Latest poems

Or, find this word...

Find



# GROUP STATISTICS

## **READERSHIP**

- ▷ 3 MILLION PAGES MONTHLY
- ▷ REGULAR READERS > 375,000

## **READERSHIP PROFILE**

- ▷ 52% FEMALE, 48% MALE
- ▷ AVERAGE AGE OF READER IS 38

## **SOCIAL MEDIA**

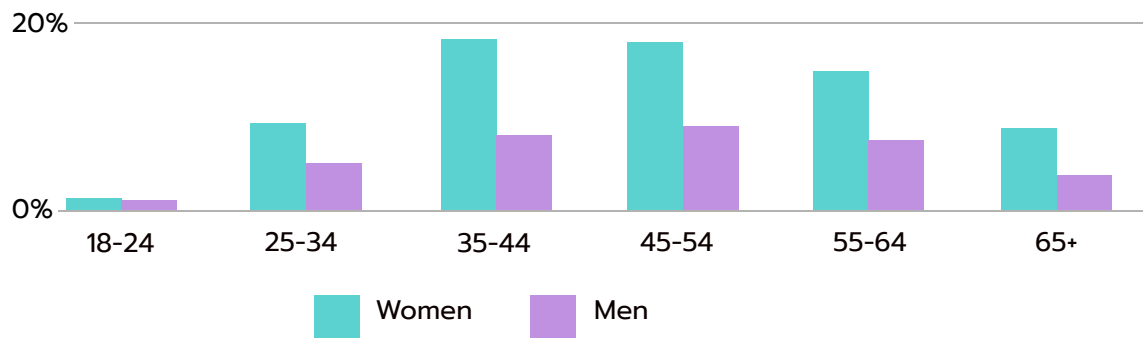
- ▷ 40,000 FOLLOWERS

## **GEOGRAPHIC PROFILE**

- ▷ UK : 60%
- ▷ USA: 20%
- ▷ ROW : 20%

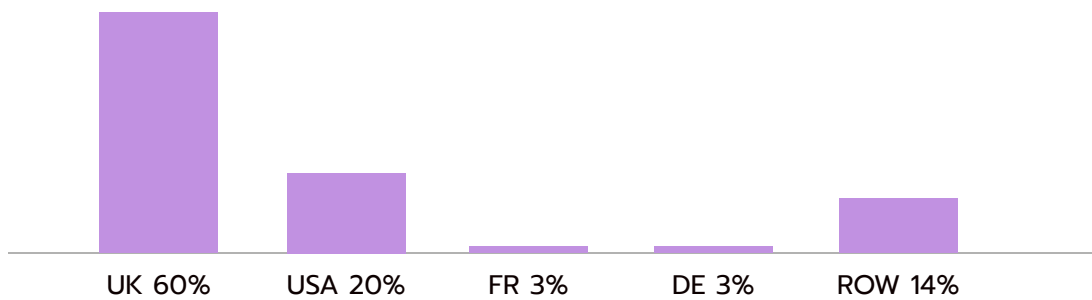
# GROUP STATISTICS

## Age & Gender Profile

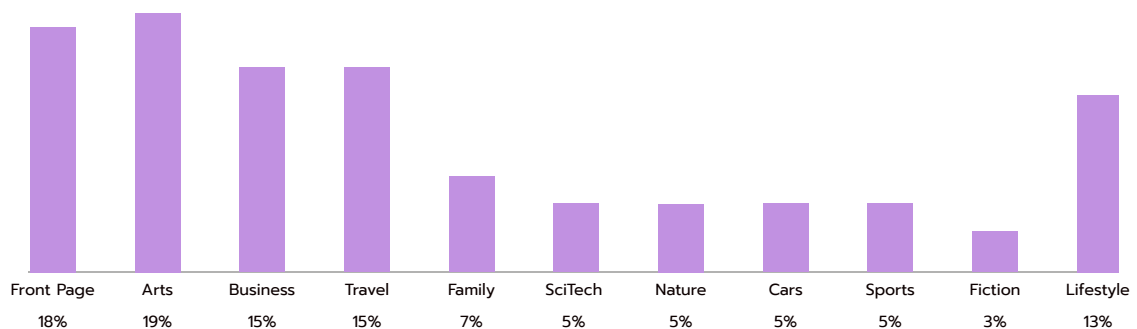


Data taken from the age profile of Facebook users who 'liked' any of our pages

## International Readership



## Section Readership

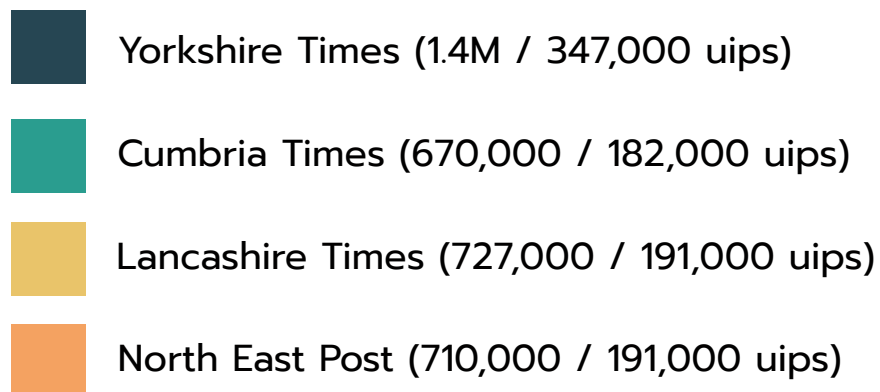


# GROUP STATISTICS

## Monthly Page Reads / Unique IPs



Aug 2024 - to nearest 1000



# SPONSORSHIP

## ETHOS

We are not a series of traditional titles, preferring to eschew paid for advertising in favour of a more dynamic approach based on sponsorship opportunities.

It means we are not encumbered by the expectations of advertisers (because we don't have any!). There are no paid-for articles and neither do we accept sponsored links.

This creates a new type of autonomy. Our writers are truly independent and there are no tussles between the editorial and advertising teams, because the latter doesn't exist!

However, you CAN sponsor any number of our pages. You get to be part of our amazing online newspapers but you can't influence editorial policy.

Oh, and by the way, we are honest and transparent. That's probably why we have one of the biggest editorial reaches not only in the North, but everywhere in the UK outside London.

Our SPONSORSHIP PACKAGES are on [p.ublished.com](https://p.ublished.com)

## WHAT NEXT?

The Yorkshire Times launched in 2011, almost as a bet!

Now, we have a raft of online publications including, at the time of writing, four digital news and lifestyle papers.

People said it would never work. It has. An army of writers has given us more editorial muscle than half of the newspapers in the North combined.

Now we want to consolidate and then, in the MEDIUM TERM, we will expand into the East & West Midlands and further North into Southern Scotland.

In the LONGER TERM we will expand further South into the Home Counties and London.

Our ambition? To be the biggest 'regional national' in the UK. We hope you decide to join us on this journey.