

The Press and Journal

Media Pack

The Press and Journal

Established in 1747, **The Press and Journal**, often called the P&J, is Scotland's oldest newspaper.



It is a daily morning newspaper, printed in compact form 6 days a week and produces 6 geographic editions every day, in order to best serve the population.

Every day, the **Press and Journal** offers a wide variety of supplements - from the latest oil and gas news, to planning your weekend - **The Press and Journal** appeals to many different tastes.



The Press and Journal circulation is officially audited and has a daily circulation of **63,796**, making it the highest circulation of any regional newspaper in Scotland.

With a loyal and trusting readership, advertising in the Press and Journal can be done with confidence.

The History of The Press and Journal

December 1747

The Press and Journal was first published as a weekly title on Dec 29th 1747 and was known as The Aberdeen's Journal.

August 1876

It was published on a weekly basis for 128 years until August 1876, when it became a daily newspaper.

November 1922

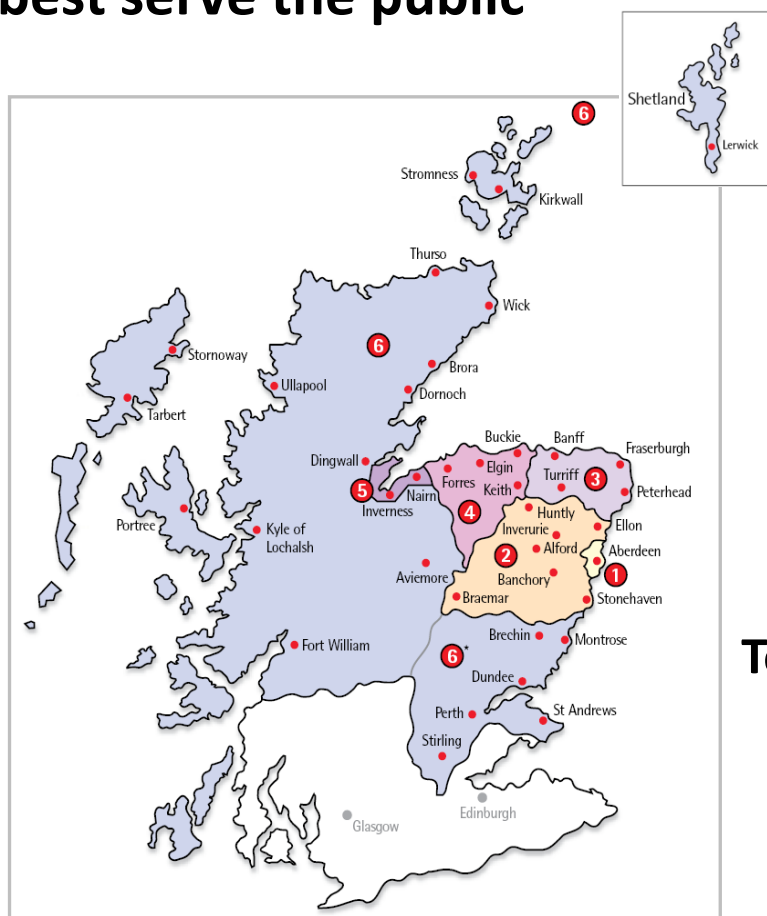
In November 1922, the paper was renamed The Aberdeen Press and Journal when its parent firm joined forces with the Free Press.

January 2012

The Press and Journal officially changed to compact format 6 days a week on Tuesday 10th January.



The Press and Journal's 6 editions ensures it can best serve the public



Daily Circulation
63,796

Total Weekly Readership
285,000

Total Daily Readership
161,000
(Up **17%** over the last 2 years.)

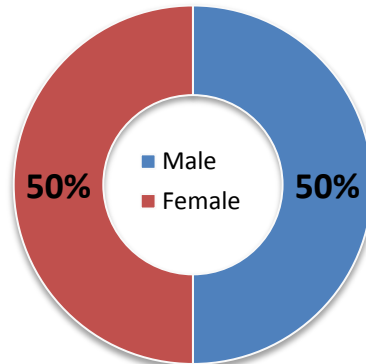
Edition Area	Circulation	Weekly Readers*
Aberdeen City	11,070	67,000
Aberdeenshire	15,210	66,000
North-east	8,909	41,000
Moray	8,834	32,000
Inverness	6,018	30,000
Highlands & Islands	13,755	39,000

Demographics

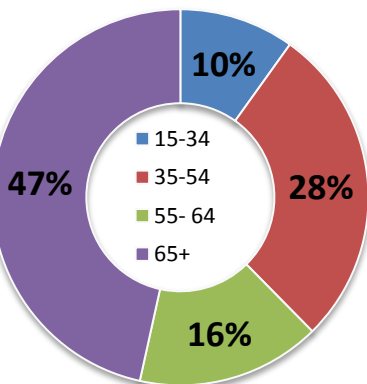


Average Issue Reader Demographics

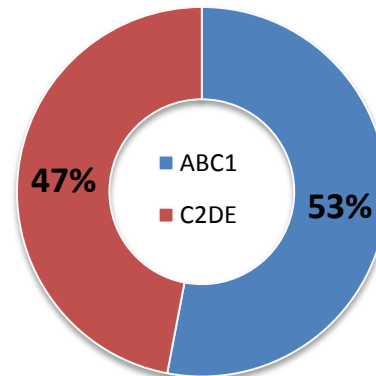
Gender



Age



Social Grade

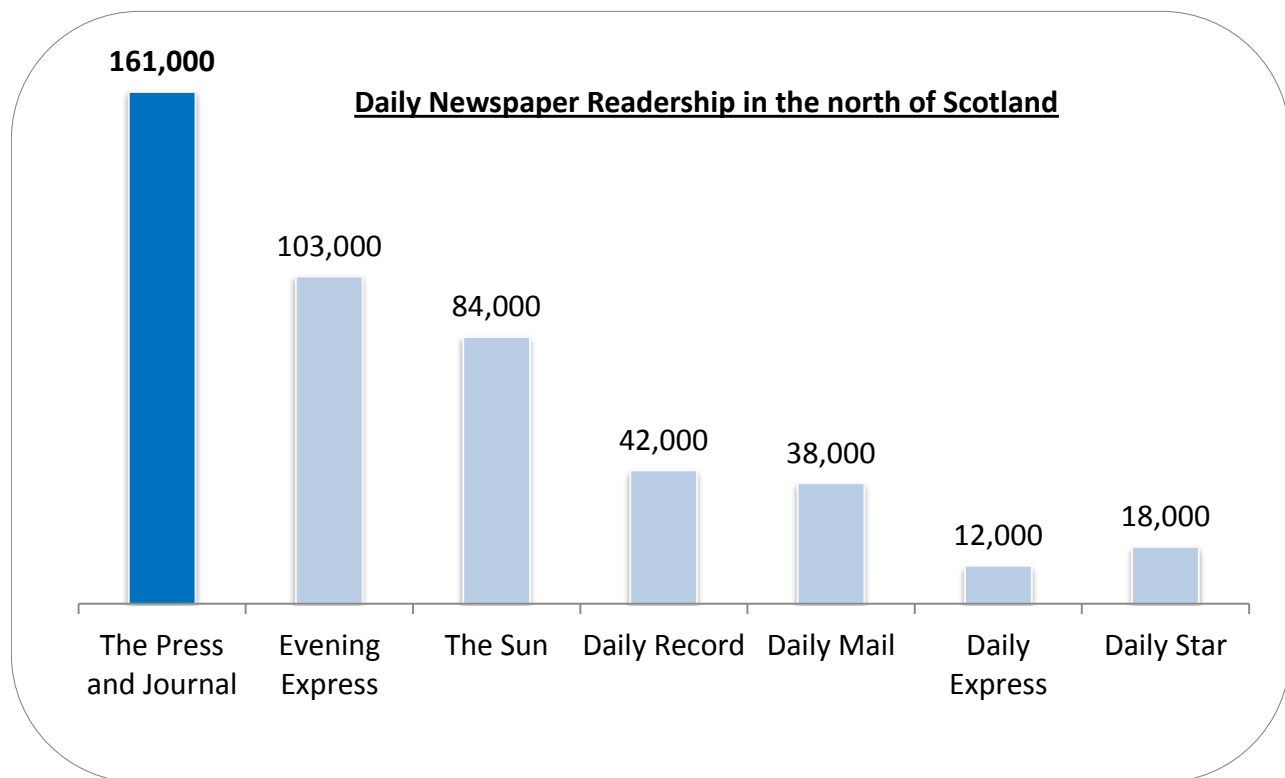


The Press and Journal reaches **285,000** adults every week.

53% of readers are in the ABC1 social grade.

Readership

The **Press and Journal** is the **best read** title in the north of Scotland

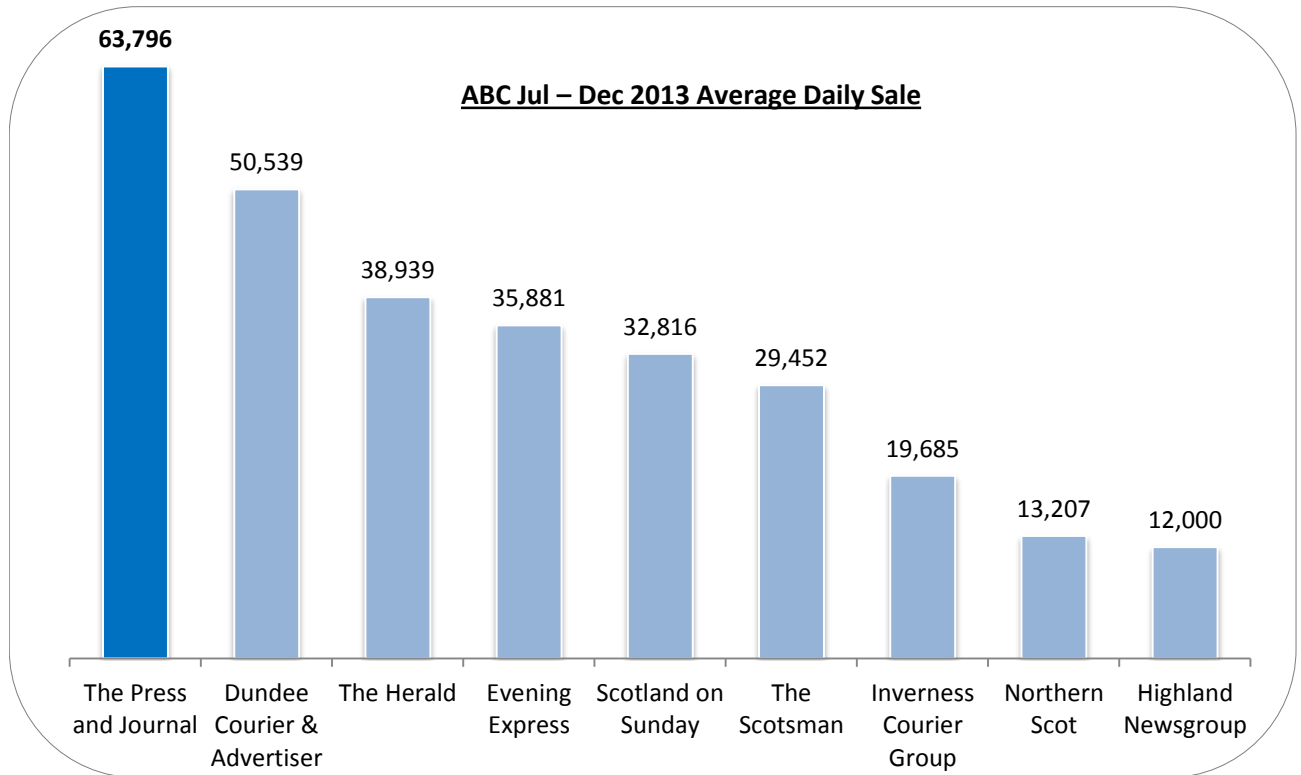


The Press and Journal has a far larger readership in the north of Scotland than **The Sun**, **The Daily Record** and the **Scotsman** and **Herald combined**.

Advertising in The Press and Journal is key to targeting people in the north of Scotland.

Circulation

The **Press and Journal** is the **top selling** regional daily newspaper in Scotland.



Every day in Scotland the **Press and Journal** and **The Courier** out sell each of their rival regional titles.

The Press and Journal sells more than double the copies of **The Scotsman** and **64%** more than **The Herald**.

Digital



The Press and Journal website is updated every publishing day at 10.45 am.

The latest headlines are sent to registered users daily at 10 am.

The Press and Journal has over **98,000** registered users

In February 2014 we had:

Unique Users: **171,254**

Pageviews: **966,711**

Inserts

Target an Audience

Inserting your leaflet inside a newspaper means your message is invited into the readers environment.

Inserts are a tangible advertising tool that not only offer creative flexibility but can be retained and looked at time and time again.

They can also level the playing field by allowing local advertisers to run alongside national advertisers as an equal.



Key Points

- Targeted portfolio
- Ideal opportunity to test various demographics
- Delivery point(s) - Regional campaigns – only one delivery point. National campaigns – maximum of three
- Print runs in excess of 700,000
- Very good rates available for volume

**We not only deliver the newspaper,
more importantly we deliver you an
audience.**

Contacts

Local Enquiries

Tel: 01224 343 329

Email: ads@ajl.co.uk

National/Agency Enquiries

Tel: 01224 343 246

Email: national@ajl.co.uk

Inserts

Tel: 01382 575 196

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For more Marketing Information:

Email: marketing@ajl.co.uk

For Technical Specification, please visit:

www.pressandjournal.co.uk/techspecs.aspx

