The Press and Journal is part of the DC Thomson Media group and serves distinctive content across the Highlands, Islands and Moray.
Our newspapers have been providing readers with breaking news for over 270 years and our readers have a strong connection with the brand.

Our core values of fairness and decency are reflected in our content, providing advertisers with a trusted environment in which to connect with consumers.
Audience

807,000+
Monthly Total
Brand Reach

43,700+
Copies Sold Daily

68%
ABC1 adult readers

61%
More likely to be a manager or director

22%
Average income higher than average*

Source: PAMCO 2 2019 (April '18 – Mar '19); ABC (Jul – Dec '18); *GB TGI 2019 Q2 (Jan '18 – Dec '18) Base: Scotland, national average
Monthly Audience

Share your message across all our platforms to communicate with the 807,000+ strong audience.

- 138,000 ONLY read the newspaper
- 639,000 ONLY read news on the website
- 4% Do both

Source: PAMCO 2 2019 (April ‘18 – Mar ‘19)
In addition to an online audience of more than 2.2 million visits a month, we can boost your digital footprint with our impressive social media following.

Twitter Followers: 58,400+
Facebook Likes: 70,000+

Source: Google Analytics (April 2019); The Courier Social Media Accounts as of May 2019
Highlands and Moray Audience

Print:

43,900+
Highland & Moray AIR (Avg. Issue Readership)

19,200+
Avg. Highland & Moray Copies Sold Daily

Digital:

61,100+
Average Monthly Users from the Highlands & Moray

60%
Mobile Users

Source: JICREG; Google Analytics (Oct ‘18 – Mar ‘19); *GB TGI 2019 Q1 (Oct ‘17 – Sep ‘18) Base: Highlands and Moray
Best Read Newspaper in the Highlands and Moray

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Press and Journal</td>
<td>43,944</td>
</tr>
<tr>
<td>Oban Times &amp; West Highland Times</td>
<td>30,007</td>
</tr>
<tr>
<td>The Sunday Post</td>
<td>26,525</td>
</tr>
<tr>
<td>Northern Scot</td>
<td>23,225</td>
</tr>
<tr>
<td>Daily Record</td>
<td>17,054</td>
</tr>
<tr>
<td>Caithness Courier</td>
<td>8,723</td>
</tr>
<tr>
<td>Strathspey Baindoch Herald</td>
<td>6,355</td>
</tr>
<tr>
<td>Northern Times</td>
<td>5,331</td>
</tr>
<tr>
<td>Forres Gazette</td>
<td>5,269</td>
</tr>
</tbody>
</table>

Source: JICREG (Audit Period Jul '18 – Dec '18)
Print Advertising Opportunities

Highlands & Moray ONLY Opportunities

- **Editionised Pages Available**
- **Property Supplement** Every Tuesday
- **Motoring Supplement** Every Wednesday
- **Highland Business Supplement** Bi-Monthly

Total Audience Opportunities

- **Energy Supplement** First Monday of every month
- **Business Supplement** Third Monday of every month
- **Sport Supplement** Every Monday
- **Entertainment Supplement** Every Thursday

- **Food and Drink Supplement** Every Saturday
- **Lifestyle Supplement** Every Saturday
- **Farming Supplement** Every Saturday
- **Farming Supplement** Quarterly
Digital Advertising Solutions

Various ad slots appearing alongside trusted news content across our websites will share your messages with the audience most receptive to your brand.
See what Seòmarbrèagha Design Town Home had to say about their website:

“I am delighted to be able to recommend the Get Online Fast website creation service. I can confirm that everything they promise to do for the client is promptly and professionally carried out. Lauren is very creative, even on a budget, and has created a thoroughly user-friendly site. Neil is literally always there to provide a back up service that you can rely on.”
Commercial Content

Share your brand’s story with our trusted news and magazine titles.

Our experienced content marketing specialists can create bespoke print and digital editorial for your business to be promoted across our networks.

We can even prove to you it works!

Brands We’ve Helped

Scottish Water

NHS

Scottish Fire and Rescue Service

Albyn Hospital

24
## % Above National Average

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Above National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>I believe what is in the local paper more than national newspapers</td>
<td>57%</td>
</tr>
<tr>
<td>I often notice the advertisements in newspapers and magazines</td>
<td>24%</td>
</tr>
<tr>
<td>Plan to spend at least £1,000 on home improvements in the next 12 months</td>
<td>69%</td>
</tr>
<tr>
<td>Own home outright</td>
<td>66%</td>
</tr>
<tr>
<td>Visit restaurants during the day</td>
<td>54%</td>
</tr>
<tr>
<td>Spend more than £1,750 on holidays</td>
<td>76%</td>
</tr>
</tbody>
</table>

Want more information?

As the best selling regional newspaper in the UK, The Press and Journal is the perfect place to spread your message.

Call Duncan Chisholm today at 01463 272300
Email: dchisholm@dcthomson.co.uk