

The Press and Journal



2020 MEDIA PACK

About The Press and Journal

The Press and Journal is the first-choice read for people in its circulation area, beating all of its rivals in terms of sales penetration and readership. Published six days a week, The Press and Journal's circulation area covers Aberdeen and Aberdeenshire, Moray, Inverness, and Highlands and Islands.

Our aim is to remain local and relevant to our readers with our content, while also including Scottish, national and international news. We carry weekly supplements including Your Home, Your Car, Your Weekend and Your Life. We also publish occasional, quarterly and monthly supplements, including our Energy Voice supplement. Energy Voice appears on the first Monday of each month, and covers all aspects of the oil, gas and renewables industry, which is the major employer in the north-east.

Fishing, farming, finance, whisky production and tourism are also major industries. These are well covered in our comprehensive Business and Farming pages. We carry an average of 11 sports pages most days, apart from Monday morning, when this increases to between 20 and 25 pages, to reflect weekend events.

The Press and Journal also keeps readers up-to-date online with breaking news and even more content (www.pressandjournal.co.uk).



Catherine Deveney



Lindsay Razaq



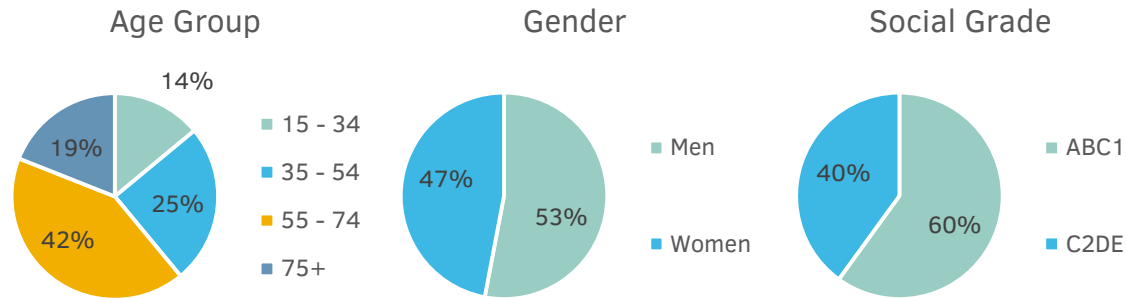
Alex Bell



Andy Skinner

The Press and Journal Core Area

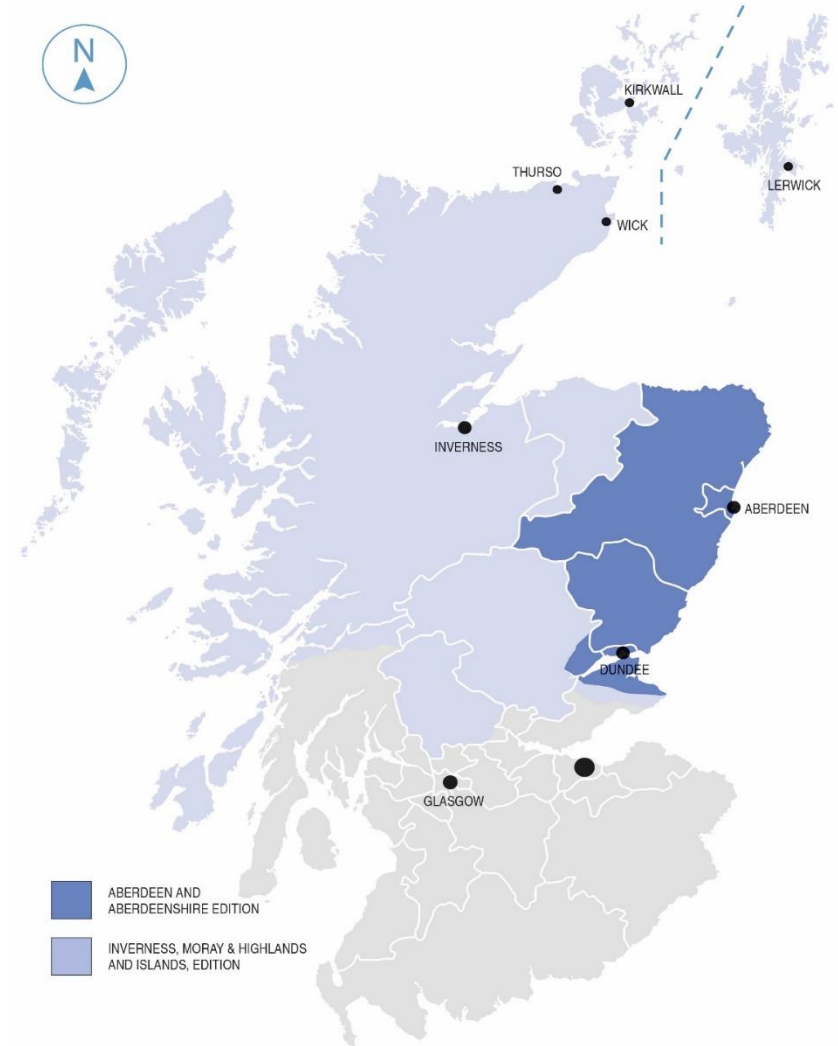
Every month, The Press and Journal reaches **78%** of adults in the north and north east of Scotland, more than any other newspaper.



Circulation
38,200+

Monthly Reach
(Print and Digital)
474,100+

Monthly Print Reach
185,900+



SOURCE: ABC Jan – Jun 2020; JICREG 07/09/2020

The Press and Journal Audience

The Press and Journal's uniquely affluent audience is reflective of the region it serves. Adults from the north east of Scotland, with strong ties to the energy, oil, marine, agriculture and research industries make up the core of The Press and Journal's audience.

Our readers balance professional commitments with a meaningful home life, a love of entertainment and a passion for sport.

57%

ABC1 Social Grade

15%

more likely to have
children in the
household

24%

Higher income
than average

66%

more likely to be
a manager or
director

Source: GB TGI 2019 Q3 Apr '18 – Mar '19 Base: Scotland

Print Opportunities



Energy Voice
Energy Supplement
First Monday of every month



The Business
Business Supplement
Third Monday of every month



The Score
Sport Supplement
Every Monday



Your Home
Property Supplement
Every Tuesday



Your Car
Motoring Supplement
Every Wednesday



Your Weekend
Entertainment Supplement
Every Thursday



Farming
Farming Supplement
Every Saturday



Your Life
Lifestyle Supplement
Every Saturday



The Menu
Food and Drink Supplement
Every Saturday



The Leader
Highland Business Supplement
Bi-Monthly



Farm Focus
Farming Supplement
Quarterly

Digital Opportunities

Various ad slots appearing alongside trusted news content across our websites will share your messages with the audience most receptive to your brand.

1.1M+ Monthly Website Users

81,500+ Facebook Likes

63,100+ Twitter Followers



Source: Google Analytics (October 2020); Facebook as of November 2020

Other Services

Content Marketing

Written by our experienced team of journalists, content marketing looks and feels like the surrounding editorial of the page and is a great way to showcase your expertise or perspective on a complicated subject.

This type of content is of high quality, relevant to your target audience, engaging, shareable and trustworthy amongst our credible brands.

Compared to traditional print adverts, content marketing within our titles scores 38% higher in reader engagement.



Is your website mobile responsive?

61% of users will not return to a mobile website if they had trouble accessing it.

Having your website optimised for different screen sizes increases the amount of time visitors will spend on your site and improves your rankings in search engines.

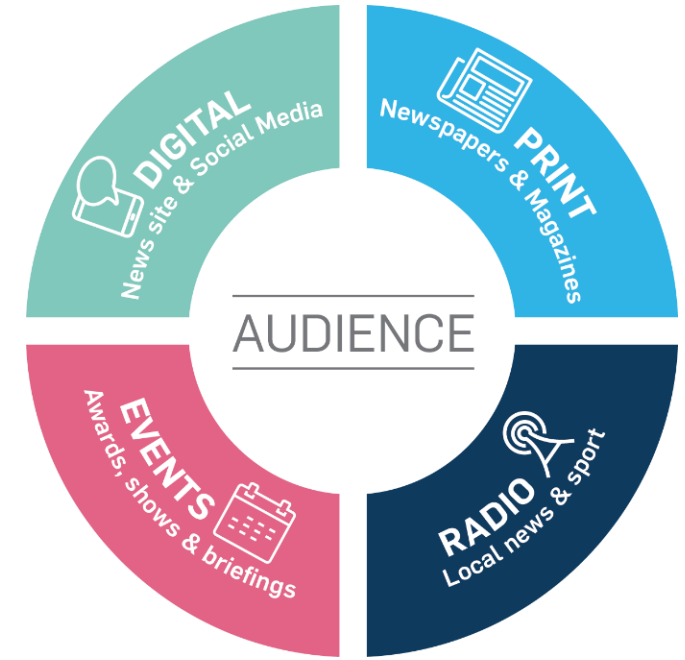
With packages starting at £499, our highly skilled digital team provides a one-stop-shop for mobile-optimised web design and can get your business online in just two weeks.

Prices subject to both VAT and a monthly service charge. Source: RAMetrics: DC Thomson Reader Panel

About DCT Media

The Press and Journal is part of the DC Thomson Media group and serves distinctive content throughout north and north-east of Scotland.

Our newspapers have been providing readers with breaking news for more than 272 years and our readers have a strong connection with our brands.



100%

family-owned

16m

magazines sold every year

5

daily, evening and Sunday newspaper brands

4

radio stations, making DC Thomson Media the largest Scottish owned radio group

272

years since we first published a newspaper

The Press and Journal

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Head of Sales

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