



## **MEDIA PACK FOR Spring 2017**

We are usually an online publication - but we are publishing our third print edition on 31 March 2017 and would like to bring our media pack to your attention.

Our news website attracts a loyal monthly audience of around 100,000 readers. We use the 5,000 copy print edition to bolster and increase that audience and so the price for print includes a repeat of any article, coverage or advertising online as well as in print. The articles will go to print first, digital second.

Our usual coverage is multimedia and uses video, audio, written articles and photos. Our social media activity supports this and includes a lot of exclusive video content for our 45,000+ followers. We can provide you with a social media advert for your own use. Ask us about that!

All adverts and copy placed in the newspaper are replicated online ensuring maximum coverage.

We really aim to give you the best value for your money and understand that your budget may not be huge. Speak to us about what you want to spend and we can always tailor something to fit.

Here are some of our off the shelf packages mixing print and online. If you require something different then get in touch [editor@theedinburghreporter.co.uk](mailto:editor@theedinburghreporter.co.uk) to discuss what would suit you.

### **LOCAL BUSINESSES**

Place an advert or commission an advertising feature.

**£100 for advert only:** 7,500 impressions online with click through and an advertising position in the print edition.

**£250** will secure an online article about what you are offering this spring with as many photos as you wish and a link to your website.

10,000 impressions of an online advert - dates to be mutually agreed

An article in our newspaper with a print advert included

Competition in the online article and a discount voucher in print if appropriate.

*Our advertising sizes for print and online are :*

*728 x 90 pixels*

*300 x 250 pixels*

*336 x 280 pixels*

*468 x 60 pixels*

*(Mobile sizes 320 x 50 or 320 x 100)*

### **BUSINESSES with a local touch**

**£500** will get you two online articles all about your business and what you are offering this spring.

15,000 impressions of an online advert - dates to be mutually agreed

A video roundup about your business which will be used on social media and embedded online.

A half page print feature either the same as an online article or different copy with print advert included

Competition in the online article or a discount voucher in print if appropriate.

**Advertising sizes are :**

*728 x 90 pixels*

*300 x 250 pixels*

*336 x 280 pixels*

*468 x 60 pixels*

*Mobile sizes 320 x 50 or 320 x 100*

*The Edinburgh Reporter newspaper is tabloid size 289mm x 380mm printed on 52gsm in full colour. Our website has a monthly audience of around 100,000 and the newspaper is distributed free of charge in the city centre across hotels, cafés and is also available at The Queen's Hall Box Office. All copy in the newspaper is published in full on the website with QR codes forming the link between the two and our URL is printed across the paper.*

**HEADLINE SPONSOR**

**£1200**

Article including photos

Front page (banner) and full size back page advert with a supplementary placement of the advert elsewhere in the paper.

Full article published online

Advert online with unlimited impressions for two months.

Video to feature your business.

Social media video advert

Competition online to feature your business if appropriate

Discount voucher in the print edition if appropriate

**Advertising sizes are :**

*728 x 90 pixels*

*300 x 250 pixels*

*336 x 280 pixels*

*468 x 60 pixels*

*Mobile sizes 320 x 50 or 320 x 100*