



MEDIA PACK FOR Summer 2017 PRINT EDITION

Our fourth print edition will be published on 30 June 2016.

We are now actively seeking advertisers and sponsors for that edition and would welcome any enquiries.

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 50,000+ Twitter followers. (We can provide you with a social media advert for your own use. Ask us about that!)

The Edinburgh Reporter really aims to give you the best value for your money. We 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 for the PRINT EDITION.

If you require something different then get in touch editor@theedinburghreporter.co.uk to discuss what would suit you.

LOCAL BUSINESSES

Place an advert or commission an advertising feature in our newspaper.

£150

Two column width advert or advertorial with photo published first in print and then online. WITH 7,500 impressions online with click through to a URL of your choice

£250

Bespoke quarter page advert or advertorial about what you are offering this summer with as many photos as we can fit in published first in print and then online.

WITH 10,000 impressions of an online advert - dates to be mutually agreed
Competition in the online article or Discount voucher in print.

Our stock advertising sizes for 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

A half page advert or article in print with an additional online article all about your business and what you are offering this summer.

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

A video roundup about your business to be promoted on social media and embedded online.

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

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 thus making the best of both print and digital

HEADLINE SPONSOR

£1200

Half page print 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

Digital banners published online with unlimited impressions for two months.

Video to feature your business promoted on social media

Social media video advert

Competition online to feature your business if desired

Discount voucher in the print edition if desired

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