



THE EDINBURGH REPORTER

Advertising and marketing with us can be organised on a one-off basis or on an ongoing basis by arranging a monthly direct debit. These run from £30 per month upwards so yes there will be something for you!

Get in touch for further details editor@theedinburghreporter.co.uk

MEDIA PACK FOR Autumn/Winter 2017 PRINT EDITION

Our fifth print edition will be published on 10 November 2017

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

Our news website attracts a loyal monthly audience of around 120,000 readers.

We use the 5,000 copies of our print edition to bolster and increase that audience.

The price for inclusion in print includes a repeat of any article, coverage or advertising online.

The articles will usually go to print first, digital second, although that can be altered to suit the individual advertiser.

Our coverage includes multimedia using 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 also 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.

Off the shelf packages for the WINTER 2017 PRINT EDITION.

If you require something bespoke then get in touch editor@theedinburghreporter.co.uk to discuss your needs.

LOCAL BUSINESSES

To place an advert or commission an advertising feature in our newspaper the cost structure is as follows :

£150 package

This includes :

A two column width advert or advertorial with photo published first in print and then online.
AND an online advert with up to 7,500 impressions with click through to a URL of your choice

£250 package

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

AND 10,000 impressions of an online advert - dates to be mutually agreed, URL of your choice
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 package

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

Up to 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.

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 RATE

Package price - £1200

Full 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 OR Discount voucher in the print edition

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

If you wish to spend less than this the package can be altered and amended accordingly.

If you require a package created specially for you then get in touch
editor@theedinburghreporter.co.uk to discuss what would suit your needs.