

The Scottish Housing News Podcast



The **Scottish Housing News Podcast** is the companion audio platform to **Scottish Housing News**, the leading news service for Scotland's social housing sector.

Reaching SHN's readership of **10,000 daily newsletter subscribers**, 110,000 monthly website visitors and 30,000 social media followers, the podcast is the perfect place to be heard by professionals and decision-makers.

PRESENTED BY

Kieran Findlay
Editor, Scottish Housing News

Jimmy Black
Former local authority housing convenor and housing association board chair

16,500
DOWNLOADS & STREAMS
(FEBRUARY 2026)

200
AVERAGE LISTENS
PER EPISODE

AVAILABLE ON ALL MAJOR PLATFORMS INCLUDING SPOTIFY AND APPLE - AND NOW IN FULL VIDEO ON YOUTUBE, POTENTIALLY DOUBLING OUR FUTURE REACH

OUR APPROACH

Episodes are roughly **30 minutes** in length, with new episodes published at least once a month.

Each episode takes a subject pertinent to the social housing sector with an **interview-style discussion** with one or two relevant guests.

Notable among our wide range of past guests are **then Cabinet Secretary for Housing Paul McLennan**, **Scottish Federation of Housing Associations' Chief Executive Sally Thomas** and **Professor Duncan MacLennan**.



Often our episodes are **tied directly to an upcoming piece of legislation or a sector event** – giving it an immediacy unrivalled in the sector.

We have also recorded episodes during conferences and **in front of a live audience**.

Be heard by the people who shape Scottish housing.

★ TOP TIER

Series Partner

£5,000 / 12 months

- ◆ **Pre-roll & post-roll ads** – 15–30 seconds, host-read or supplied script
 - ◆ **Sponsored segment** – video ads available for YouTube
 - ◆ **Tagged on all social posts** promoting every episode, including LinkedIn
 - ◆ **Show notes write-up** with links to your website
 - ◆ **Multi-platform exposure** – logo on podcast page, sponsor blurb with link, inclusion in episode write-ups (leading story on day of publication)
- ◆ **Opportunity for a sponsored episode** or to provide a guest speaker on a relevant topic

PER EPISODE

Episode Supporter

£800 / episode

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Contact our advertising manager **Jeff Anderson** to discuss a tailored package that works for you.

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