

MEDIA PACK 2024



ADVERTISE WITH *SCOTTISH HOUSING NEWS*, THE DAILY ONLINE NEWS SERVICE FOR SCOTLAND'S HOUSING SECTOR.



Since launching in 2001, *SHN's* free daily newsletter and website has grown to a readership of over 110,000 people per month, a growing social media reach of over 27,000 and a daily newsletter base of over 12,000 email subscribers.

Scottish Housing News readers are in housing associations, local authorities, third sector organisations, and government bodies. It has become an integral part of the working day for decision-makers and budget-holders in the sector.



110,000
WEB VISITORS PER MONTH

 **14,331**  **11,056**
UP 11% YEAR-ON-YEAR

ADVERTISING RATES



Jobs, Events & Tenders

£450 + VAT for two weeks on the daily newsletter, shared on social media and displayed on the website.

Sponsored Articles

£450 + VAT for two weeks on the daily newsletter, social media and website.

Display Advertising

Banner	£600 + VAT
Website MPU	£600 + VAT
Website Leaderboard	£1,250 + VAT

prices per month



Dedicated E-shot

£2,000 + VAT (limited to one per week)

A high-impact stand-alone email, with your custom HTML and branding, sent to all of our subscribers, subject to certain restrictions.

SHN Podcast

We publish a regular podcast featuring influential guests from across Scotland's housing sector. For unique and interesting advertising opportunities through the *Scottish Housing News Podcast*, please speak with our advertising manager Jeff Anderson.

For more information and to discuss any of your advertising requirements, please contact Jeff Anderson.

☎ 01292 479 443 📠 07772 875 161 ✉ jeff@scottishnews.com

www.scottishhousingnews.com



SAMPLE ADVERTS



Advert Placements

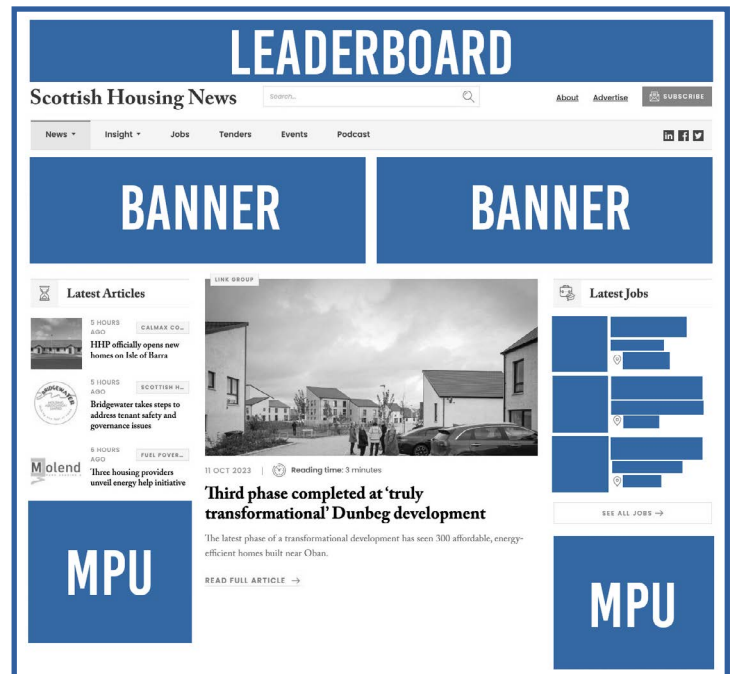
Our various advert types are placed on our homepage (see right), newsletter, and throughout the website. Examples are shown below. Adverts can either be still images or animated gifs.

Sizes (in pixels)

MPU – 300 x 250

Banner – 900 x 240

Leaderboard – 1296 x 120



Example advertising positions on the home page



EXAMPLE MPU (300x250)



EXAMPLE BANNER (900x240)



EXAMPLE LEADERBOARD (1296x120)

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