

# MEDIA PACK 2025



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  
28,000 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.

We are an integral part of the working  
day for decision-makers and budget-  
holders in all parts of the sector.



**50,000**  
UNIQUE VISITORS PER MONTH

**in 12.0K FOLLOWERS**  
**UP 26% YEAR-ON-YEAR**  
**AND NOW ON  AND **

# 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)

This is 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.**

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# SAMPLE ADVERTS



## Advert Placements

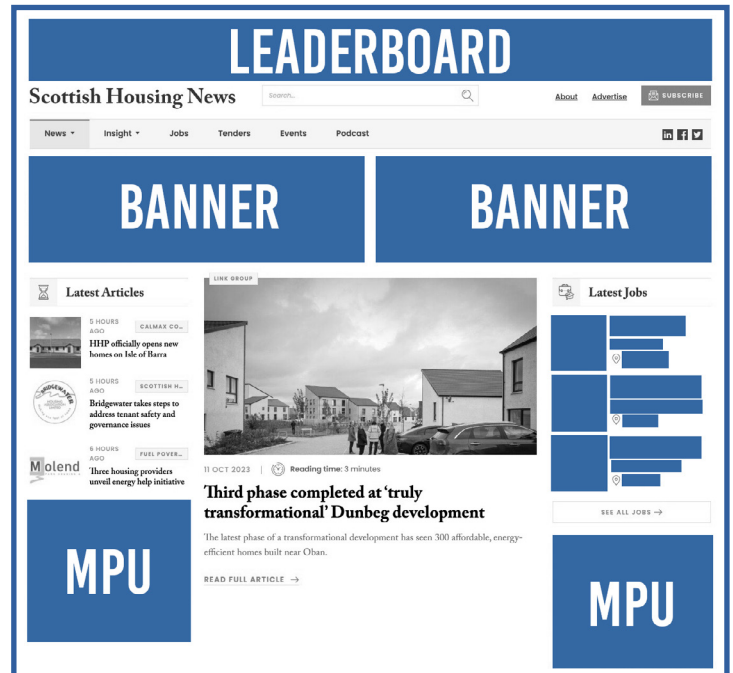
Our various advert types are placed on our homepage (see right), newsletter, and throughout the website. Examples are shown below. Adverts can either be still images or animated GIFs.

### 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 pixels)



Example banner (900x240 pixels)

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