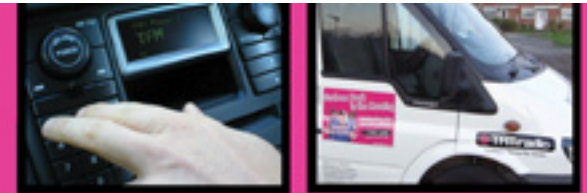




today's favourite music

# Media Pack 2012



TFM Radio, Radio House,  
Yale Crescent, Thornaby,  
Stockton-on-Tees TS17 6AA

T: 01642 888 222  
[www.tfmradio.com](http://www.tfmradio.com)

# TFM Radio About Us

**TFM Radio is the biggest commercial radio station in the North East and has been for 35 years.**

We are based in the North East and broadcast specifically for people aged 25-44, living and working in North East.

We offer the broadest variety of music and the most well-known engaging presenters, who are truly passionate about our region.

The station is at the heart of North East life. Our local news team deliver up to the minute news and ensure we remain right at the heart of everything that is happening in the region.

We are proud of our heritage and care about the region we serve, and through our own charity 'Cash For Kids' we raise hundreds of thousands of pounds every year to help disadvantaged children across the region.

Most importantly, we have devoted listeners who have grown up with us; they know, love and trust us as their very own local radio station.

**We are closer to our listeners!**



# TFM Radio Our Personality

- Relatable to 25-44 year olds
- Locally relevant
- Female friendly
- Real life
- Entertaining and engaging
- Honest
- Inclusive
- Great variety of music

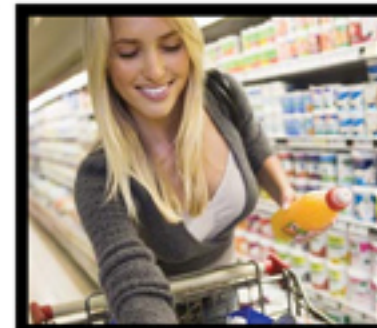


# TFM Radio Our Listeners

Specifically TFM Radio is enjoyed by females in the 25-34 age group.  
Our broader appeal extends to all adults 25-44.

## An insight into their lives....

- They are proud homeowners
- Work extremely hard and are ambitious
- Have young children and love family life
- They enjoy at least one night out a week with friends
- Will read the likes of the Daily Mirror, The Sun, News of the World
- Read magazines such as Zoo, Closer, Heat, Grazia, Now, OK!
- Enjoy TV watching Dramas, Soaps, Reality, Game Shows, Music and Property
- Have 2 cars in the household and spend a lot of time ferrying the kids around
- Visit a shopping centre at least once a week, places like Hillstreet Shopping Centre or Wellington Square
- Visit a Tesco, Asda or Morrisons at least once a week
- Take a traditional 2 week package holiday every summer to Europe or Florida
- Squeeze in occasional short breaks without the kids for birthdays and anniversary treats



# TFM Radio Our Figures

- Every week 178,000 adults tune in to TFM Radio
- TFM Radio and sister station Magic 1170 reach 249,000 people every week
- 82,000 25-45 year olds tune in every week for an average of 5.2 hours

## Where We Broadcast



- Our listeners are split 47% male and 53% female
- 51% are ABC1 and 49% are C2DE
- Wayne Allen reaches 101,000 listeners between 6am-10am

Source: RAJAR, TFM Radio TSA, 6 Months PE Jun 2012

# TFM Radio Our Figures

|                      | Adults<br>15+ | Adults<br>15-24 | Adults<br>25-34 | Adults<br>35-44 | Adults<br>45-54 | Adults<br>55+ |
|----------------------|---------------|-----------------|-----------------|-----------------|-----------------|---------------|
| Population (000s)    | 817           | 127             | 121             | 123             | 138             | 308           |
| 1 Week Reach (000s)  | 176           | 39              | 47              | 33              | 30              | 27            |
| % Reach              | 22%           | 31%             | 39%             | 27%             | 22%             | 9%            |
| Average Hours        | 6.9           | 4.3             | 4.6             | 5.8             | 12.4            | 9.8           |
| 4 week Reach (000s)  | 276           | 62              | 72              | 52              | 45              | 42            |
| 4 week Reach %       | 34%           | 49%             | 59%             | 42%             | 33%             | 14%           |
| 13 week Reach (000s) | 353           | 78              | 88              | 66              | 56              | 54            |
| 13 week Reach %      | 43%           | 61%             | 72%             | 53%             | 41%             | 18%           |

Source: RAJAR, TFM Radio TSA, 6 Months PE Jun 2012

# TFM Radio Our Music

**We play the best music from the past 25 years**

Our play list is carefully crafted by testing songs with people in our target demographic from across the North East.

**Pink** **Katy Perry** **Kings of Leon**



**Nickelback** **Queen**



Scouting For Girls

**Sugababes**

Beyonce

Madonna

**Take That**



**Girls Aloud**

**The Script**



**James Morrison**

Kelly Clarkson

Amy Winehouse

# TFM Radio Grow Your Business

## TFM Radio is 'Theatre of the Mind'

Our listeners have a strong emotional bond with us; they trust us; and, as a result they trust our advertisers.

TFM Radio is intrusive and portable, we talk to listeners whilst they are going about their daily lives in the home, at work or in the car.

TFM Radio is cost-effective in its role of positioning a business as top of mind.

TFM Radio reaches not just those thinking of getting a certain product but also their friends/relatives who may be involved in the process.



# TFM Radio Our Solutions to Grow Your Business



## Airtime

## Sponsorship



## Podcasting

## Sampling/Street Team



## Vidcasting



## SMS



## Events



## Data Capture



## E-mail



## Promotions

## Research



## Online

The basis of all effective communication is the right creative concept.

Our creative team will work with you to develop a detailed brief which ensures you get a campaign that uses the right solutions.

We have evolved our range of solutions from on-air commercials, sponsorships and promotions to include exciting digital solutions online - email, podcasts and vidcasts.

# TFM Radio Our Website - [www.tfmradio.com](http://www.tfmradio.com)

Our successful website enables our advertisers to communicate in an interactive and visual way.

Many on-air advertisers now signpost listeners to the station website to engage with their brand. Combining radio and online significantly enhances response - 57% of people check things out on the internet after just hearing about them on the radio.

## July web stats

[www.tfmradio.com](http://www.tfmradio.com) had **113,218** page impressions per month, with **22,984** unique users for the month.

source: Google Analytics



# TFM Radio Big in the Community



We are proud of our heritage and care about the region we serve, and through our own charity 'Cash For Kids' we raise hundreds of thousands of pounds every year to help disadvantaged children across the region.



# TFM Radio Our eMail Database

We have an opted in e-database of 23,367 listeners who regularly receive email communication from us.

This receptive audience can be reached via advertorial features in our monthly station e-newsletter and we also offer solus communication for advertisers based on exciting competitions.

Both of these options allow the reader to click through to full and extended features on [www.tfmradio.com](http://www.tfmradio.com) where we can collect data for you through our opt in service. Many advertisers have built substantial databases through using this solution.

## Station Newsletter:

Problems seeing this? [See the online version of this email](#)



**It's all change here at TFM towers**  
 Mid Morning presenter Wayne will be setting his alarm clock earlier as he will be presenting the breakfast show 6-10am from Monday 5th October. Graham Mack moves to afternoon drive, and local Boro lad Scott Makin presents from 10am through till 2pm.  
[More on this](#)

**WIN £1000 CASH ZOMBIELAND**  
**Win £1,000 with Zombieland**  
 Sign up today for your chance to win £1,000 in cash! Last zombie standing takes the prize!  
[Enter now](#)

**Darlington Food Festival 2009**  
 Come along to the Darlington Food Festival this weekend for fabulous cooking demonstrations, local food sampling and examples of international cooking.  
[Full details here](#)

# TFM Radio Our Advertising Environment

**By choosing to advertise with TFM Radio your business is keeping good company with celebrities like Take That, Kylie, Beyonce, Pink and Madonna.**

The wide variety of great music on TFM Radio provides a mood lifting environment for your commercial messages to be positioned.

## Copy introducing testimonials:

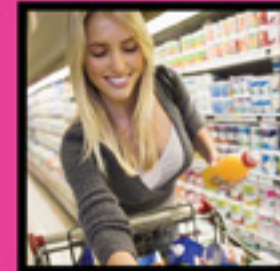
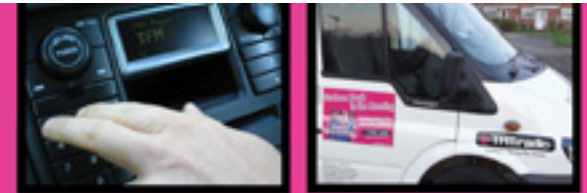
- "I would just like to take this opportunity to commend your Street Team. We used them as part of our 'Valentine' Campaign in February, to engage with young drivers and found them to be an outstanding recourse. After being given a short brief and a general feel of what we were trying to achieve, the team went out and delivered way and beyond what we originally expected. The Team were active and engaging, enthusiastic and passionate about the message they were delivering on our behalf. Working with members of our road safety team at a late hour, they were friendly and approachable, an excellent medium for message delivery. They were even approaching us to seek approval for ideas they had come up with whilst out and about and speaking to people. We will be using them again. Thanks again Street Team" - **John Everson, 95 Alive Project Co-ordinator**
- "I found TFM Radio to be extremely professional, easy to work with, motivated and excellent at working to tight timescales. Through their commitment to ensuring that this project met the difficult timescales and their flexibility and innovative working, the project to film a DVD, that would show the benefits of the Stockton Drug Treatment Services and to film it in such a way that it would show the positive benefits of contacting the services, has now been completed, beyond my expectations. The completed DVD has been viewed by a number of key stakeholders, Drug Treatment Service Managers and those who appear on the DVD, who have all expressed their views on the excellent filming, production and final content of the DVD. I would definitely work with TFM Radio again in the future, following my positive experience of working with the station" - **Margaret Hutchinson, Commissioning Manager, Stockton Drug Action Team**





today's favourite music

# Media Pack 2011



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Yale Crescent, Thornaby,  
Stockton-on-Tees TS17 6AA

T: 01642 888 222  
[www.tfmradio.com](http://www.tfmradio.com)

**WE THINK  
POPULAR.**



MEDIA GROUP

# TFM RADIO MEDIA INFORMATION

MAGIC 1170  
RADIO HOUSE  
YALE CRESCENT  
STOCKTON  
TS17 6AA  
TEL: 01642 888 222

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**WE THINK POPULAR.**



# TFM RADIO STATION INFORMATION

TARGET AUDIENCE: 25-44 YEAR OLDS.

TFM Radio is dedicated to County  
Durham, Teesside and North  
Yorkshire

Playing Today's Favourite Music...

Local News & Sport...

And Traffic and Travel



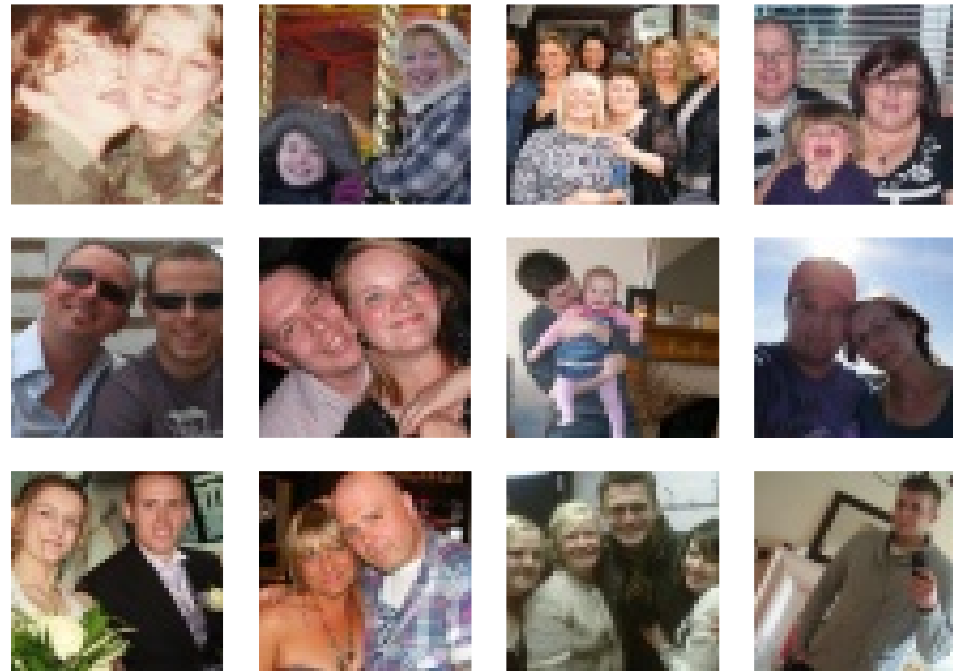
Target Audience: 25-44 year olds.

**WE THINK POPULAR.**



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# WE TALK TO 167,000 EVERY WEEK



**WE THINK POPULAR.**

# TFM RADIO TSA

ADULT POPULATION: 818,000

MEN: 398,000

WOMEN: 419,000

CHILDREN: 54,000



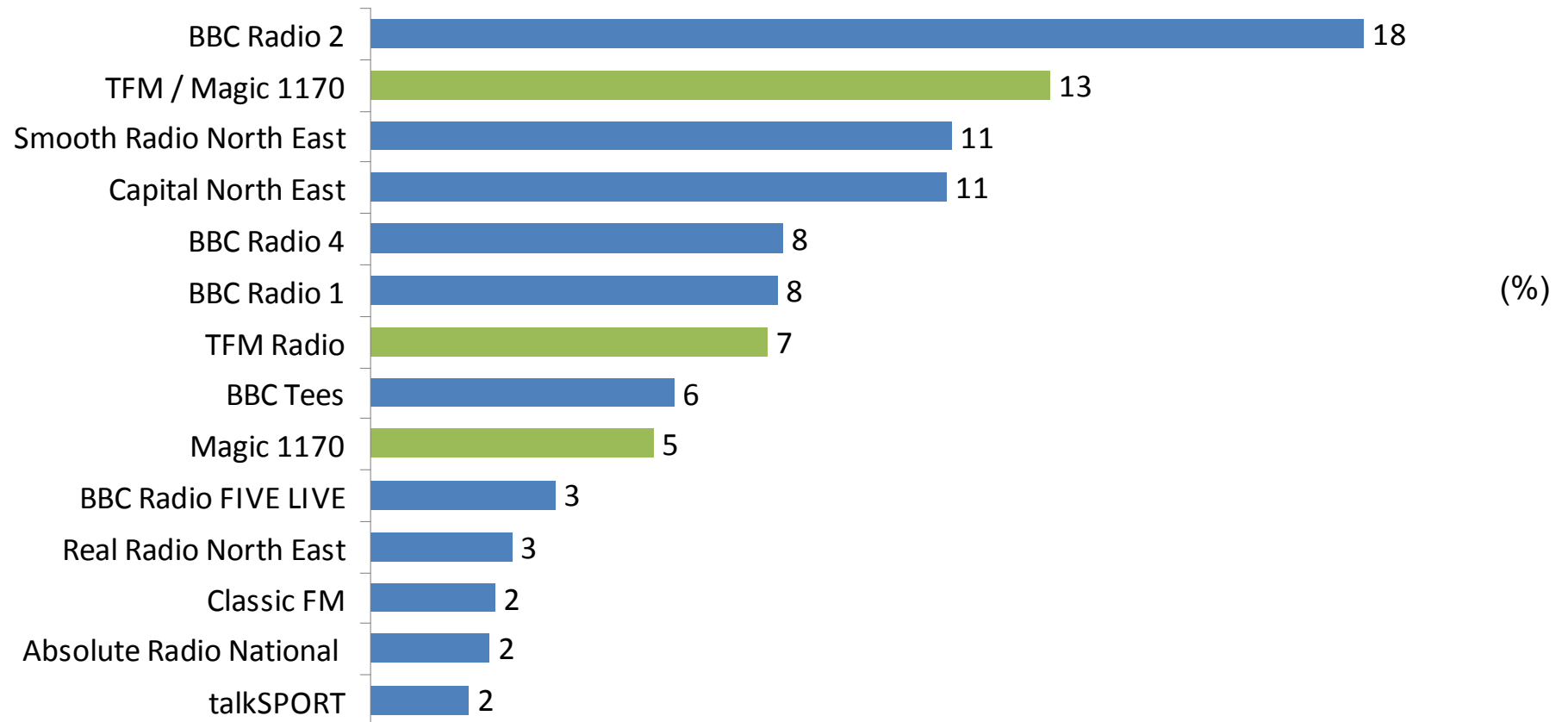
WE THINK POPULAR.



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# TFM RADIO - RANKED BY MARKET SHARE

6



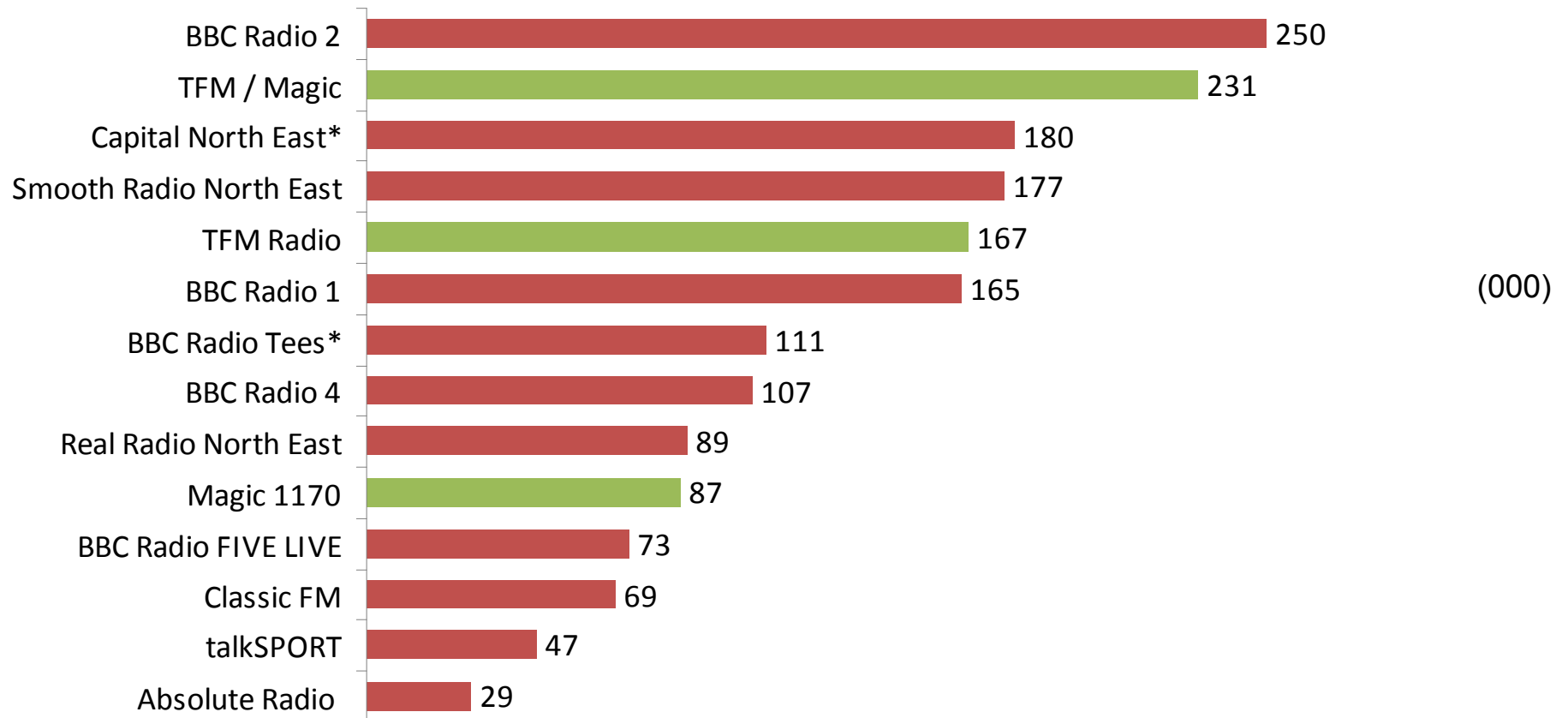
**WE THINK POPULAR.**

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th Dec 2012



MEDIA GROUP

# TFM RADIO - RANKED BY WEEKLY REACH



**WE THINK POPULAR.**

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th Dec 2012



MEDIA GROUP

# OUR AUDIENCE

|                            | 15+ | 15-24 | 25-34 | 35-44 | 45-54 | 55+ |
|----------------------------|-----|-------|-------|-------|-------|-----|
| <b>POPULATION (000)</b>    | 818 | 127   | 121   | 115   | 151   | 303 |
| <b>1 WEEK REACH (000)</b>  | 167 | 41    | 33    | 33    | 35    | 25  |
| <b>1 WEEK REACH %</b>      | 20  | 32    | 27    | 28    | 23    | 8   |
| <b>AVERAGE HOURS</b>       | 6.3 | 7.3   | 5.0   | 4.6   | 8.1   | 6.2 |
| <b>4 WEEK REACH (000)</b>  | 365 | 62    | 49    | 51    | 55    | 41  |
| <b>4 WEEK REACH %</b>      | 32  | 49    | 41    | 44    | 36    | 13  |
| <b>13 WEEK REACH (000)</b> | 342 | 77    | 69    | 64    | 69    | 54  |
| <b>13 WEEK REACH %</b>     | 42  | 61    | 57    | 56    | 46    | 18  |

**WE THINK POPULAR.**

Source: RAJAR, TFM Radio TSA, 6 Months PE Dec 2012



MEDIA GROUP

# TFMRADIO.COM

- Over 35,000 unique users visited our site in January
- This creates over 106,883 page impressions
- TFM Radio has 23,367 VIP Club members
- 8:20 minutes is the average time spent browsing tfmradio.com
- App downloads: 24,687

The screenshot displays the TFM Radio website interface. At the top, there's a navigation bar with 'Register' and 'Login' links. Below that, a banner advertises '100s of offers on DVD & CDs' for £5, featuring 'Green Lantern' and 'Paolo Bonolis Sunny Side Up'. The main content area includes a 'Listen Live' button, a 'Now Playing' section for 'Scissor Sisters - I Don't Feel Like Dancin'', and a navigation menu with options like 'On Air', 'Win', 'Near You', 'Music', 'Gallery', 'News', 'Cash for Kids', and 'TFM Radio Dating'. A large central banner promotes 'TFM RADIO'S £1 MILLION OF WORK 2012' with the tagline 'HELPING YOU FIND WORK IN THE REGION'. To the right, a 'On TFM Radio Today' section lists events like 'Floorfillers Valentine's Ball' and '4/2/12 Mix at Midnight'. At the bottom, there are smaller promotional banners for 'Fish & Chip Friday', '3 Peaks Challenge', and a 'with up to 100%' offer. The footer shows 'internet | Protected Mode: Off'.

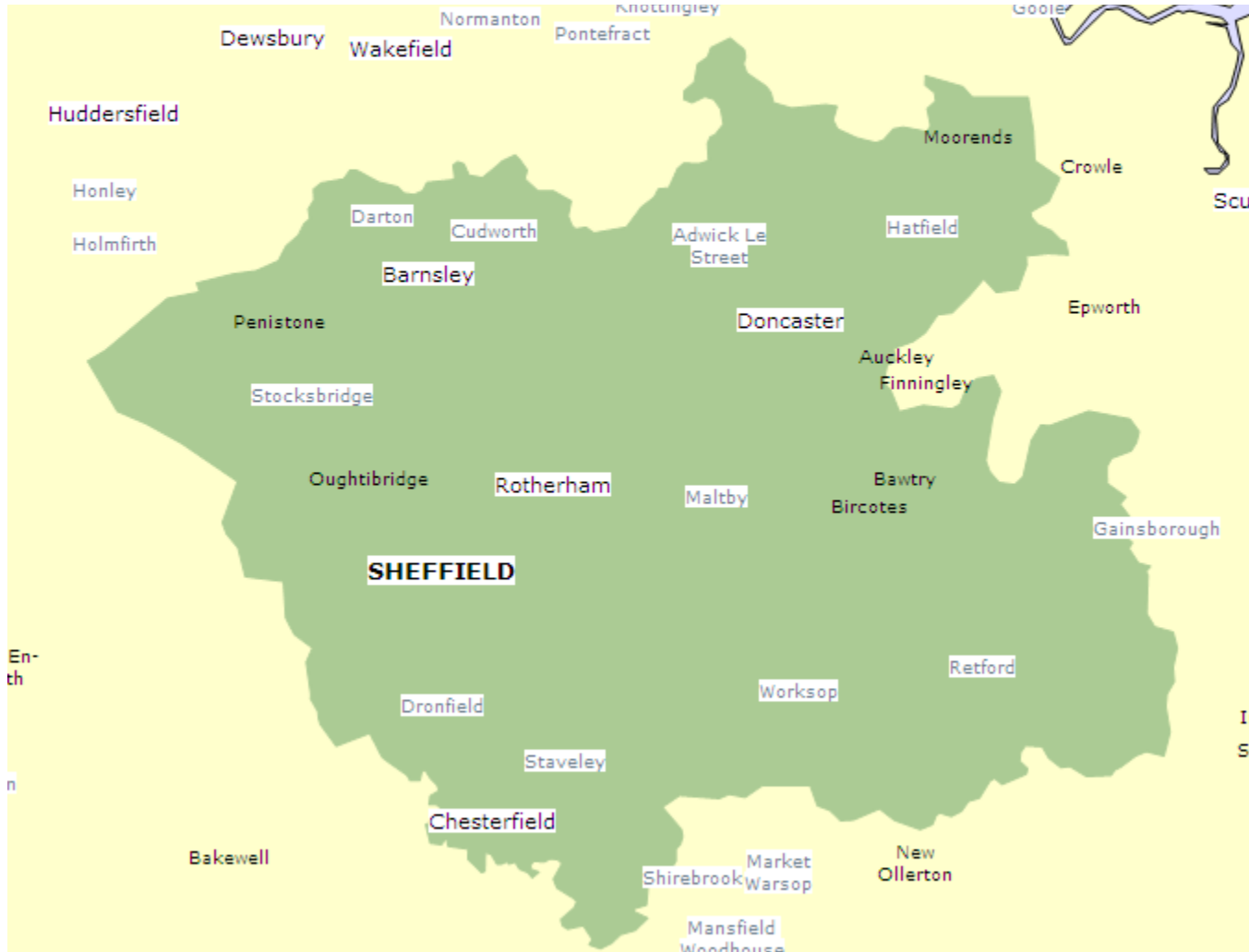
**WE THINK POPULAR.**



MEDIA GROUP



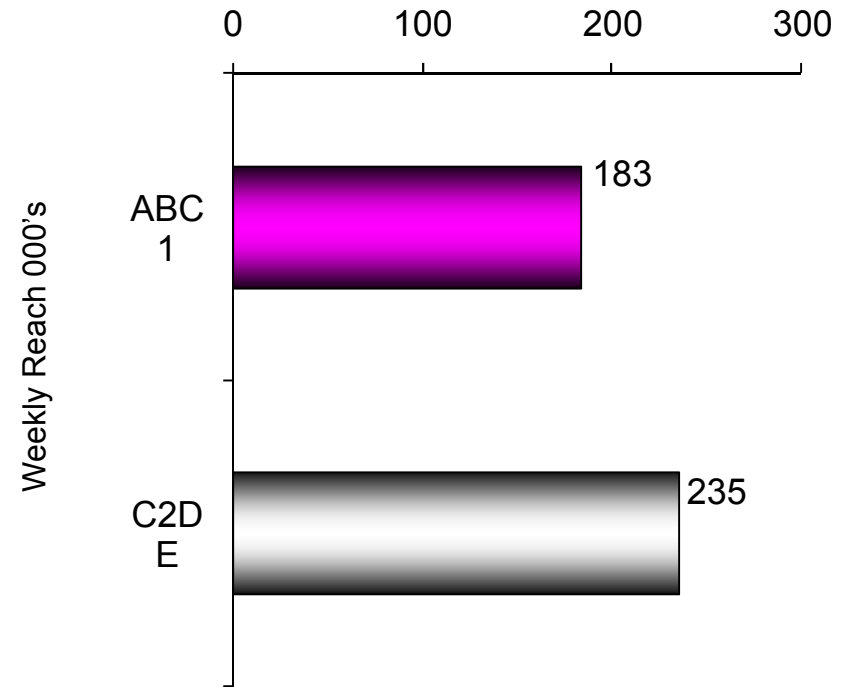
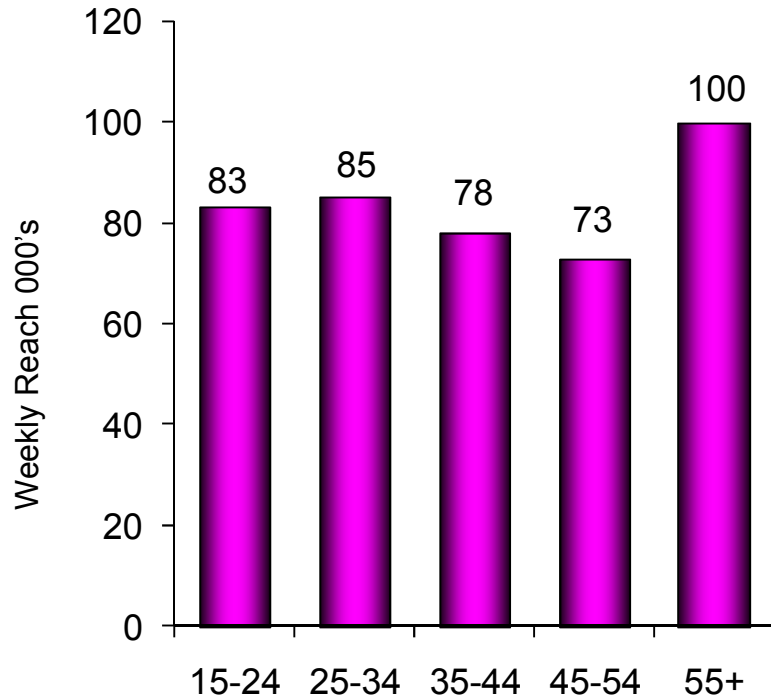
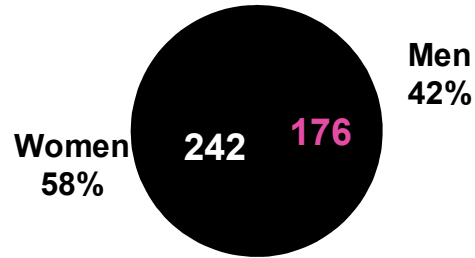
# Transmission Survey Area



Source: Rajar Q4 2012

Population – 1,286,000

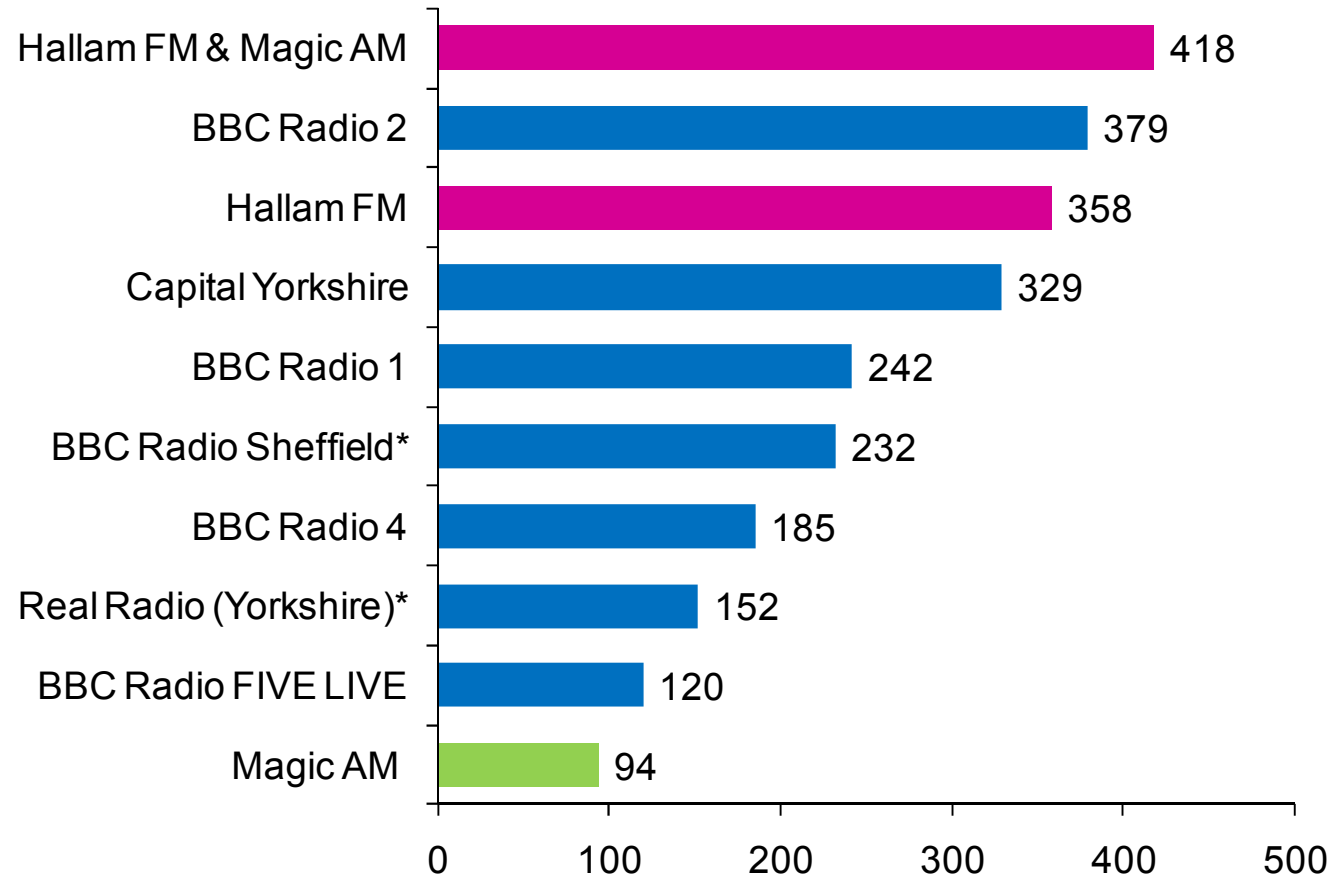
# Hallam FM & Magic AM



Source: RAJAR, Hallam FM TSA, 6 months PE Dec 2012  
Hallam FM & Magic AM = Bauer Sheffield

# Hallam FM and Magic AM

Weekly Reach (000's)



Source: RAJAR, Hallam FM TSA, 6 months PE Dec 2012

\* do not cover the whole TSA.

Hallam FM & Magic AM = Bauer Sheffield

# Hallam FM

South Yorkshire's commercial market leader

Market share of 13.1% of South Yorkshire

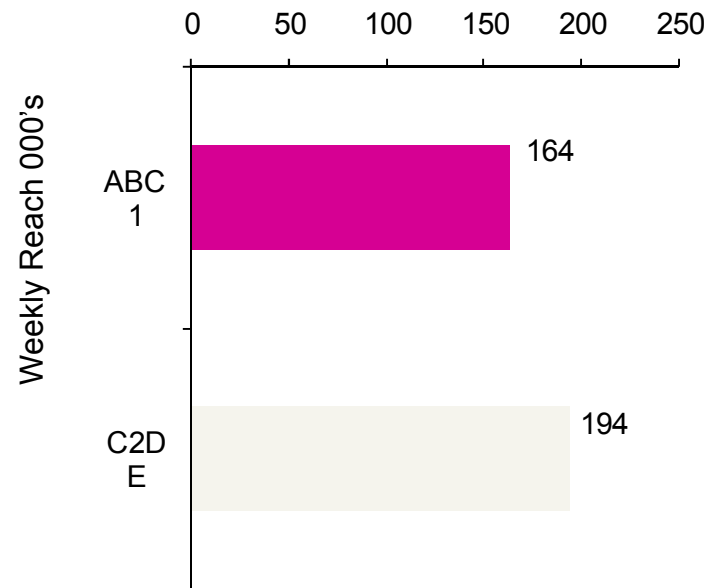
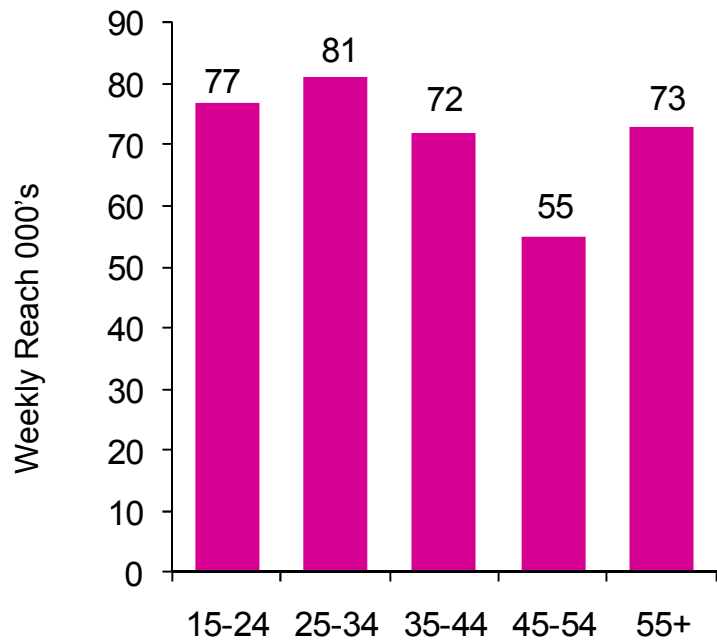
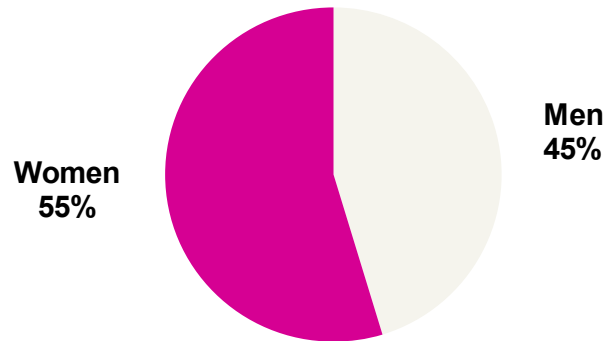
358,000 adults...listening for an average of 9.6 hours per week!

Home of Big John @ Breakfast



Source: RAJAR, Hallam FM TSA, 6 months PE Dec 2012

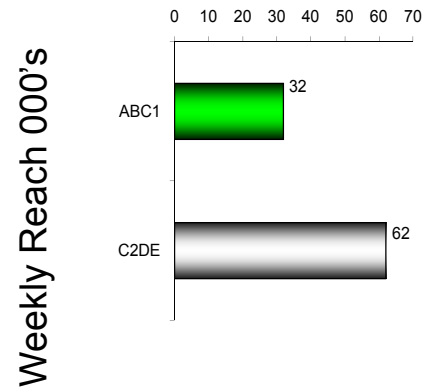
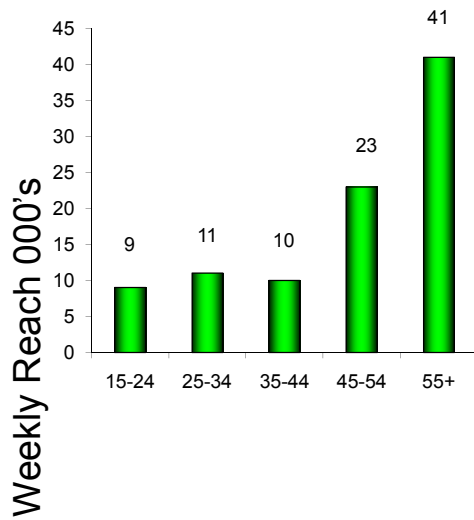
# Hallam FM



Source: RAJAR, Hallam FM TSA, 6 months PE Dec 2012

# Magic AM Demographic Profile

Women  
73%



Source: RAJAR, Magic AM TSA, 6 months PE Dec 12

**WE THINK  
POPULAR.**



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# BAUER CENTRAL SCOTLAND

RAJAR Q4 2012

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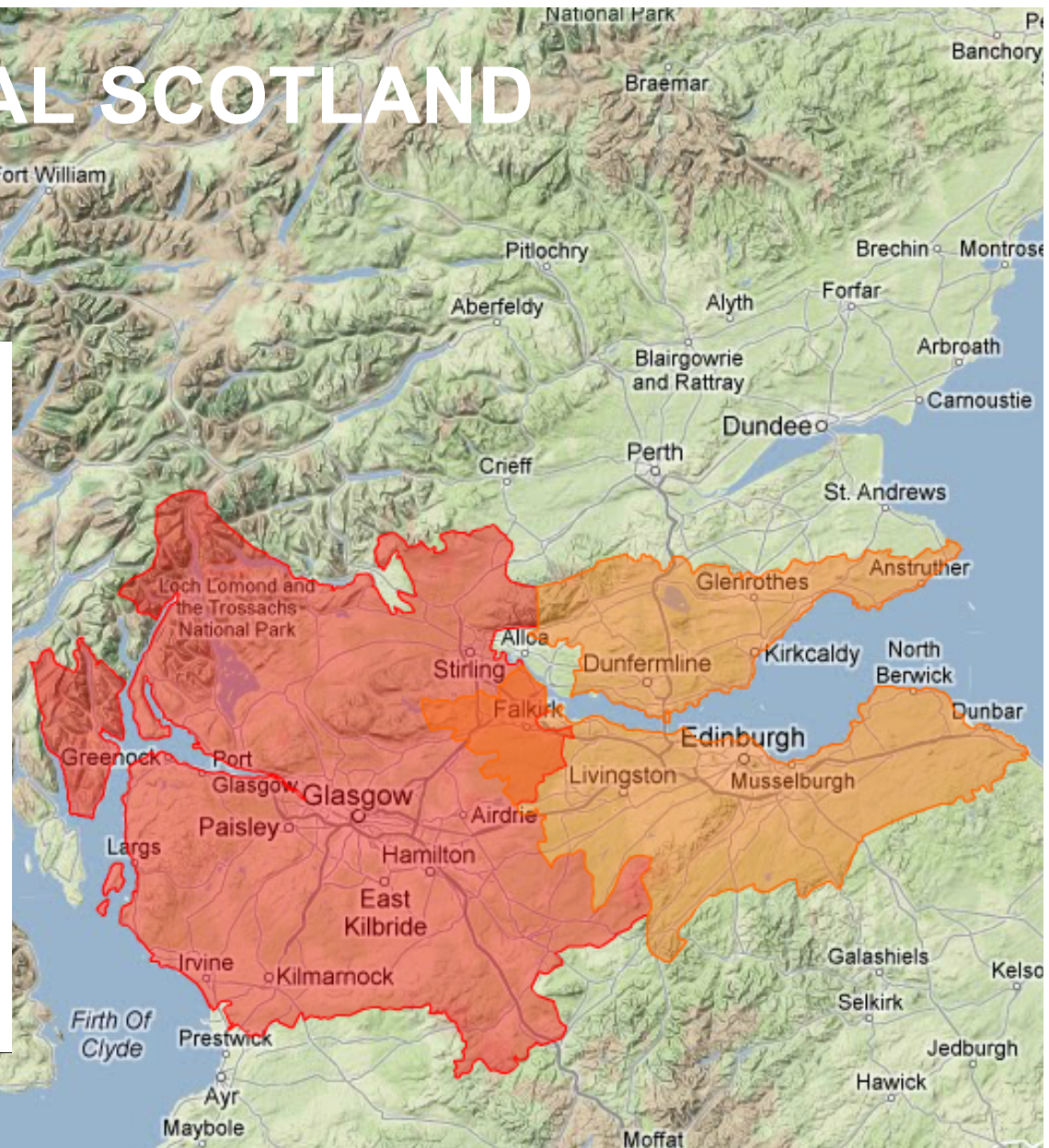
**WE THINK POPULAR.**



MEDIA GROUP

# BAUER CENTRAL SCOTLAND

- The population of the Bauer Central Scotland area is 2.9 million adults
- Bauer Central Scotland has 1,094,000 listeners every week
- 884,000 main shoppers
- 35.4% commercial market share
- Radio Clyde reaches 722,000 listeners each week
- Radio Forth reaches 378,000 listeners each week



**WE THINK POPULAR.**

Source: RAJAR period ending 16th December 2012 based on the Bauer Central Scotland TSA



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# WEEKLY REACH

| Station    | Reach     |
|------------|-----------|
| All Adults | 1,094,000 |
| Men        | 553,000   |
| Women      | 541,000   |
| 15-24      | 170,000   |
| 25-34      | 236,000   |
| 35-44      | 195,000   |
| 45-54      | 205,000   |
| 55+        | 288,000   |

|              |         |
|--------------|---------|
| ABC1         | 549,000 |
| C2DE         | 546,000 |
| MAIN SHOPPER | 884,000 |

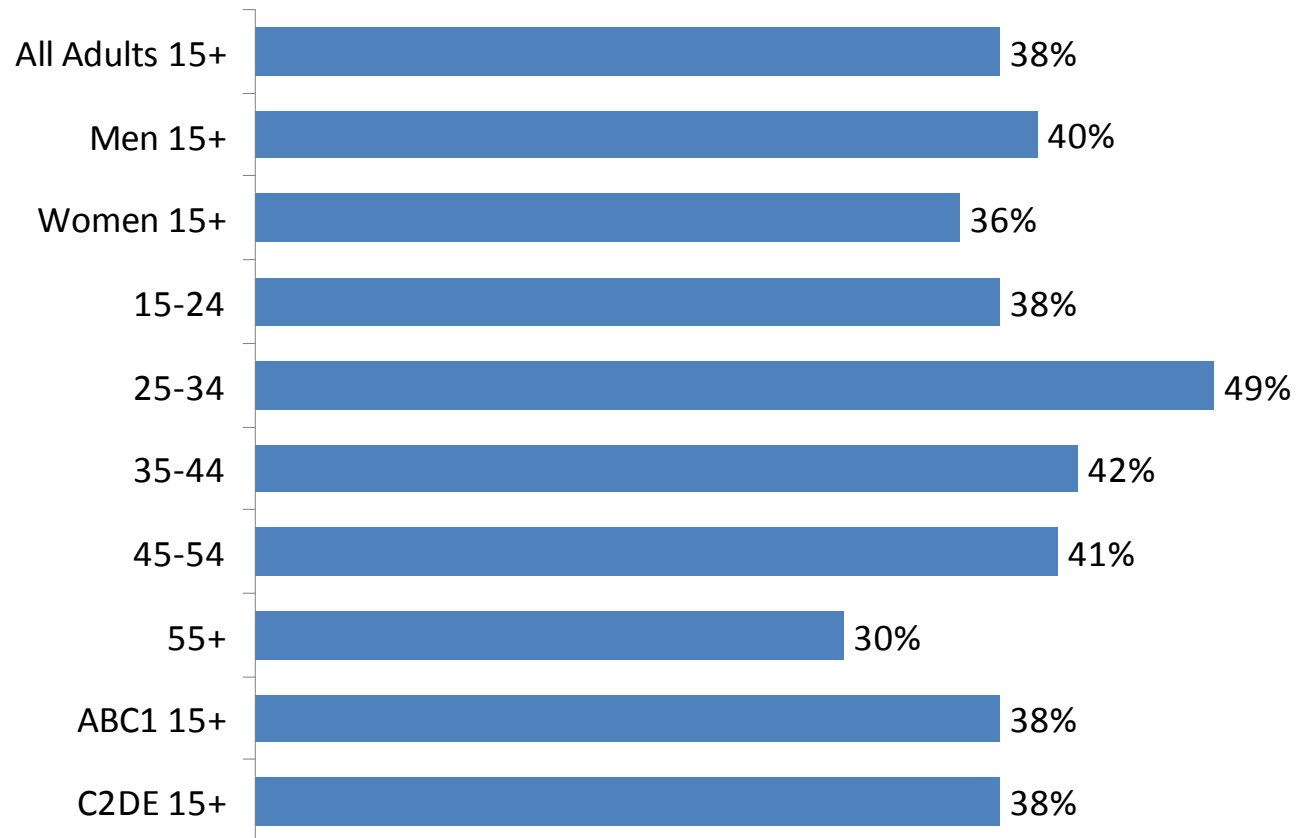
**WE THINK POPULAR.**

Source: RAJAR period ending 16th December 2012 based on the Bauer Central Scotland TSA



MEDIA GROUP

# WEEKLY REACH %



**WE THINK POPULAR.**

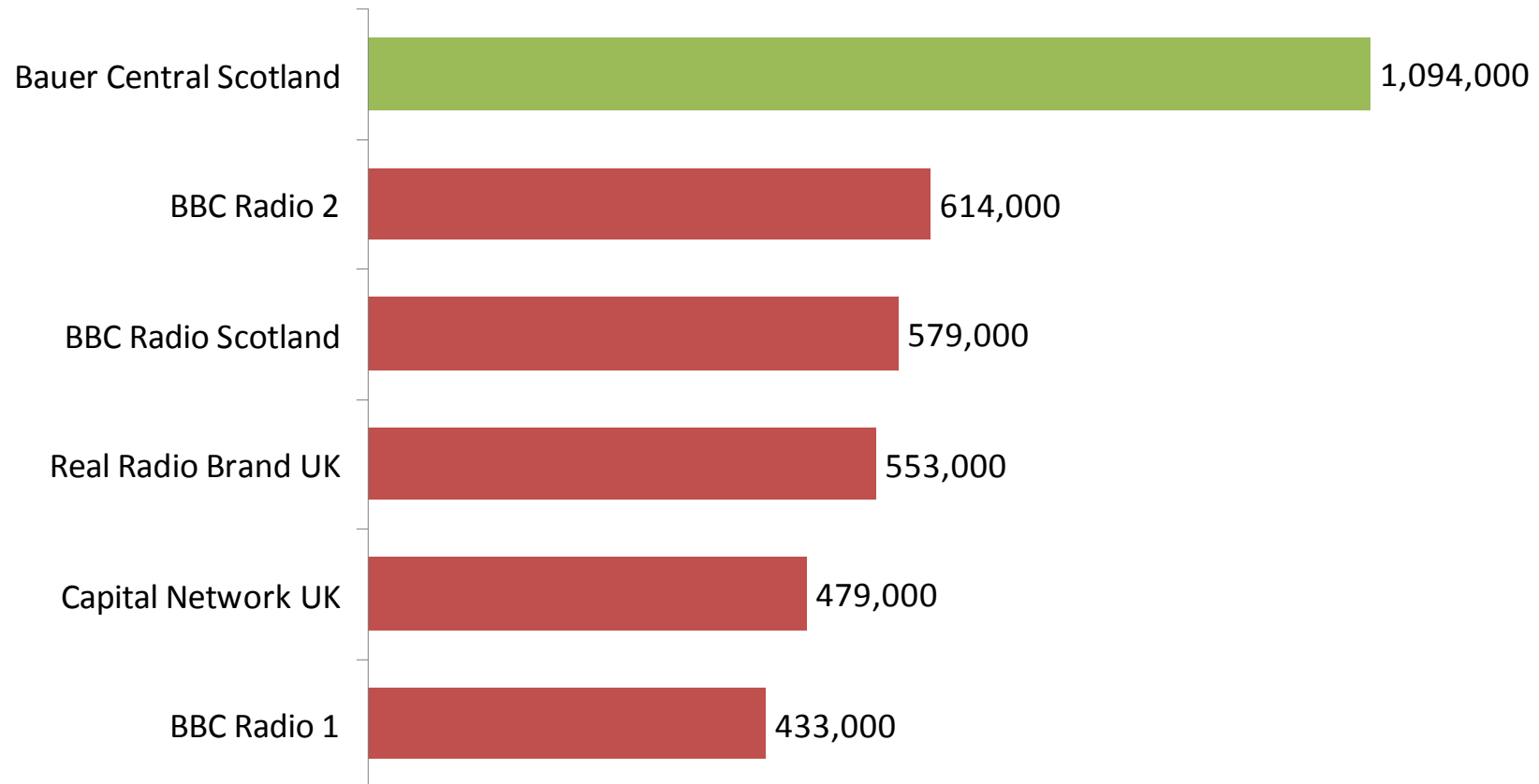
Source: RAJAR period ending 16th December 2012 based on the Bauer Central Scotland TSA



MEDIA GROUP

# THE ONLY ONE FOR CENTRAL SCOTLAND

## WEEKLY REACH



**WE THINK POPULAR.**



Source: RAJAR period ending 16th December 2012 based on the Bauer Central Scotland TSA Stations Marked \* do not cover the whole of the TSA

BAUER  
MEDIA GROUP



the power of communication

# Introducing Media Scotland

- Scotland's largest publishing group
- The best-read newspapers
- The local market leaders
- Leading digital brands
- A successful business magazine and online platform
- An award winning events division
- 85 media options
- Reaching 2 out of every 3 Scots every week

2.8 million  
adults in  
Scotland  
interacting with  
our portfolio

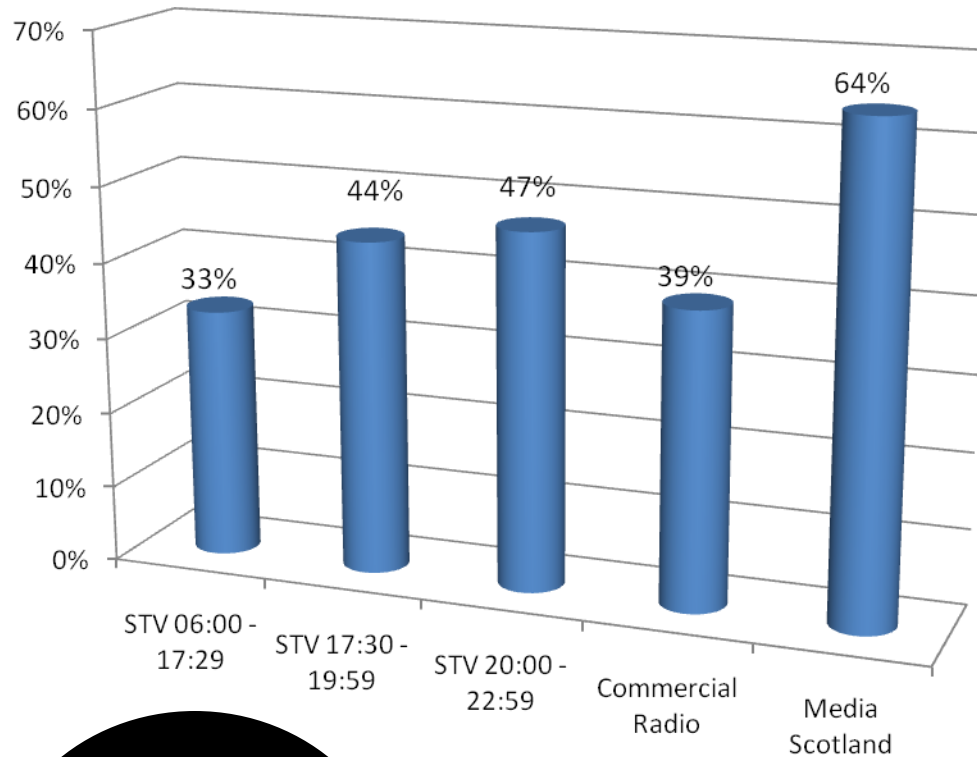


# The Brands

- Daily Record
- Sunday Mail
- 18 local titles
- Metro Scotland
- 18 newspaper websites
- Insider Magazine
- Business7.co.uk
- Scotcareers
- Road Record
- Local Mole
- 34 Annual Events



# Scottish Audience Comparison



Media Scotland reaches 64% of all adults in Scotland

Only one third of Scots watch STV between 06:00 and 17:29

## TOTAL READERSHIP: 2.1 million readers

### National 1.4 million readers

- Daily Record
- Sunday Mail
- Metro Scotland
- Insider magazine

### Local Titles: 711,565 readers

- The Glaswegian
- Airdrie & Coatbridge Advertiser
- Wishaw Press
- East Kilbride News
- Rutherglen Reformer
- Hamilton Advertiser
- West Lothian Courier
- Perthshire Advertiser (Tues & Fri)
- Blairgowrie Advertiser
- Strathearn Herald
- Stirling Observer (Wed & Fri)
- Dumfries & Galloway Standard (Wed & Fri)
- The Galloway News
- Paisley Daily Express
- Ayrshire Post
- Irvine Herald
- Kilmarnock Standard
- Lennox Herald

4 National Titles  
&  
21 Local Titles -  
Covering all of  
Scotland!

# Scotland's BIGGEST print combination

- Scotland's most powerful newspaper combination delivers an unrivalled audience of **1,241,000** Scottish readers, **29%** of the adult population!
- Established and trusted brands - part of everyday Scottish life
- Scotland's most iconic media titles – no other newspapers can deliver Scotland better.
- Diverse audience with a strong delivery against all the main demographic groups
- Influential products in the consumer decision-making process.
- Quality proven response rates over many years

## Combined Readership by Demographic Group

| Demographic | Readers | % of Readers |
|-------------|---------|--------------|
| Men         | 661,000 | 53%          |
| Women       | 579,000 | 47%          |
| Aged 15-44  | 470,000 | 38%          |
| Aged 45+    | 771,000 | 62%          |
| ABC1        | 496,000 | 40%          |
| C2DE        | 745,000 | 60%          |



# Daily Record

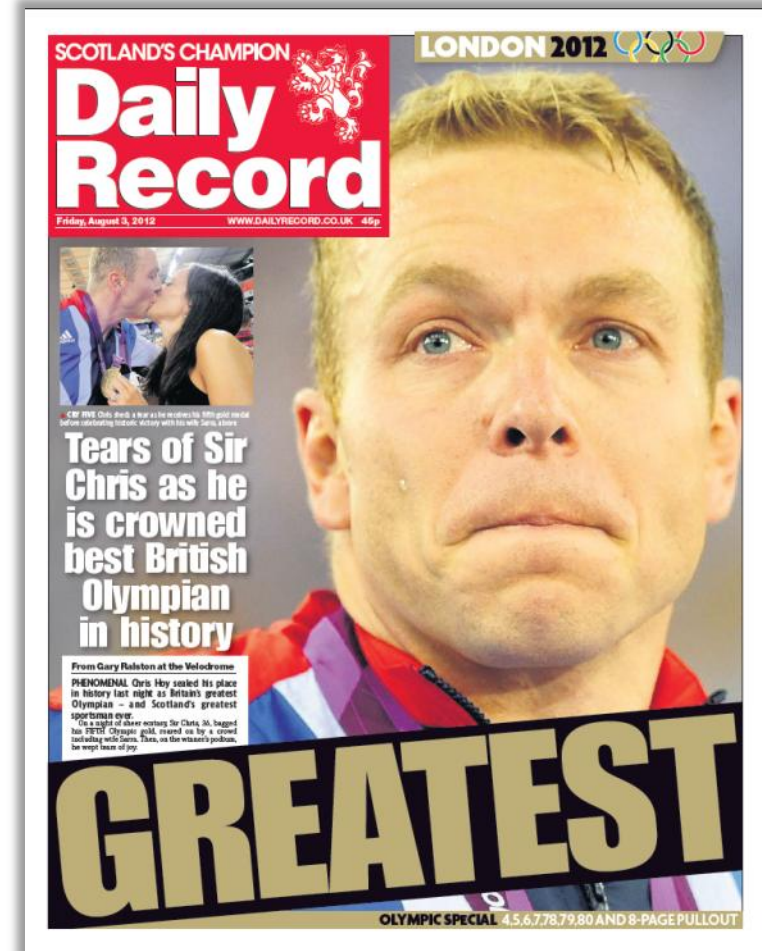
## SCOTLAND'S CHAMPION

The Daily Record captures the true essence of the country it serves, offering a strong Scottish identity and serious viewpoints like no other. It enjoys a long-standing Scottish heritage and remains very much part of everyday life throughout Scotland.

|                                   |              |                 |
|-----------------------------------|--------------|-----------------|
|                                   | <b>Total</b> | <b>Scotland</b> |
| <b>Circulation</b>                | 281,297      | 259,275         |
| <b>Readership</b>                 | 810,000      | 790,000         |
| <b>Weekly readers</b>             | 1,528,000    | 1,482,000       |
| <b>Average time spent reading</b> |              | 32 minutes      |

### Scottish Readership by Demographic Group

| Demographic | Readers | % of Readers |
|-------------|---------|--------------|
| Men         | 430,000 | 55%          |
| Women       | 360,000 | 45%          |
| Aged 15-44  | 278,000 | 35%          |
| Aged 45+    | 513,000 | 65%          |
| ABC1        | 296,000 | 38%          |
| C2DE        | 494,000 | 62%          |



# Sunday Mail

## SCOTLAND'S MARKET LEADER

The Sunday Mail is Scotland's newspaper, reaching **over 1 million** adults every Sunday, over and **almost 1 million** in Scotland. Rich in heritage, Scotland's favourite read offers breaking news, exclusives, award-winning investigative features, campaigning journalism and much more!

|                    |              |                 |
|--------------------|--------------|-----------------|
|                    | <b>Total</b> | <b>Scotland</b> |
| <b>Circulation</b> | 334,025      | 310,399         |
| <b>Readership</b>  | 1,011,000    | 929,000         |

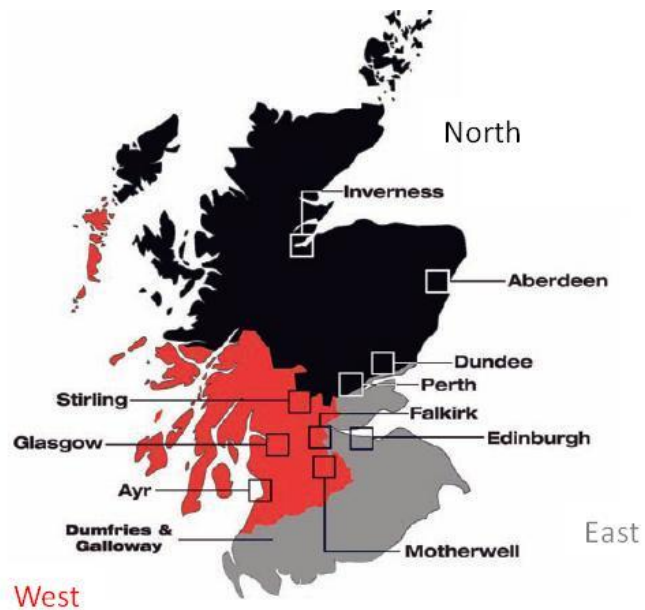
**Average time spent reading** 44 minutes

### Scottish Readership by Demographic Group

| Demographic | Readers | % of Readers |
|-------------|---------|--------------|
| Men         | 494,000 | 53%          |
| Women       | 435,000 | 47%          |
| Aged 15-44  | 341,000 | 37%          |
| Aged 45+    | 588,000 | 63%          |
| ABC1        | 386,000 | 42%          |
| C2DE        | 543,000 | 58%          |



# Geographical Split



|                            | Readership | Circulation |
|----------------------------|------------|-------------|
| <b><u>Daily Record</u></b> |            |             |
| West                       | 544,000    | 175,066     |
| East                       | 161,000    | 56,984      |
| North                      | 85,000     | 18,039      |
| <b><u>Sunday Mail</u></b>  |            |             |
| West                       | 637,000    | 241,188     |
| East                       | 180,000    | 62,458      |
| North                      | 112,000    | 33,753      |

## SCOTLAND'S LEADING FREE NEWSPAPER

Metro Scotland distributes **128,000\*** copies

**289,000** readers throughout Scotland

Covering Scotland's 4 biggest cities and their commuter areas. Weekly Reach – **647,000**

### Our readers...

- Reader split: **52%** male : **48%** female
- **53%** ABC1
- A younger reader profile than any other major Scottish daily or Sunday (**Over half** of Metro readers are aged 15-44)
- Metro Scotland is read by **MORE** students than any other Scottish daily newspaper (**46,000** readers)
- **61%** of readers are employed, **50%** work full-time
- Reaching the young, affluent urban commuter
- Capturing the morning mindset like no other
- Offering tailor-made creative advertising opportunities

**Average time spent reading** 20 minutes

**Average reader age** 40

**FREE METRO**  
Wednesday, August 15, 2012  
Scotland's most popular free newspaper

**WIN 100**  
pairs of tickets to see Noel Gallagher's High Flying Birds  
DepoES

**FESTIVAL**

**Smiles that say: We've won £148m**  
Celebrating Eurovision winners Adnan and Celina Bayford yesterday  
www.bbc.com

**The blame for trains falls mainly on the planes** **11%**

**EVERY SECOND COUNTS**  
This month your donation will be matched by the UK Government pound for pound, up to £5 million. This is only available during September, so we must act fast.

**Donate Now**  
Call 0800 830 8300 [www.redcross.org.uk](http://www.redcross.org.uk)

## Circulation

- Total = 16,552 copies distributed monthly
- ABC average circulation: 13,012 (ABC Jul'10-Jun'11)
- Plus bulk distribution of 3,540 copies:
  - Selected first class rail lounges airport lounges

## Readership

- Readership 50,000
- Read – myself only 33%
- Share with one colleague 18%
- Share with 2 to 3 colleagues 15%
- Share with numerous colleagues 34%

Insider readership versus quality dailies (in Scotland)

- **Insider\*\* 47,000 managerial level and above**
- Insider\*\* 26,000 director level & above
- The Scotsman\* 32,000 business decision-makers
- The Herald\* 20,000 business decision-makers



# Local Titles

13 paid weekly titles, 3 paid bi weekly, 1 paid daily, 1 free weekly



# Local Circulation & Readership

| Circulation and Readership  |                |                |
|-----------------------------|----------------|----------------|
| PUBLICATION                 | Jan-Jun 2012   | Readership     |
| The Glaswegian              | 78,000*        | 234,000**      |
| Airdrie & Coatbridge Adv    | 12,465         | 32,579         |
| Ayrshire Post               | 20,042         | 52,939         |
| Blairstown Adv              | 2,003          | 5,720          |
| Dumfries Standard Friday    | 12,717         | 33,452         |
| Dumfries Standard Wednesday | 7,347          | 19,234         |
| East Kilbride News          | 9,032          | 24,063         |
| Hamilton Advertiser         | 17,618         | 47,607         |
| Irvine Herald               | 7,693          | 20,206         |
| Kilmarnock Standard         | 14,126         | 37,789         |
| Lennox Herald               | 9,004          | 26,441         |
| Paisley Daily Express       | 6,887          | 15,672         |
| Perth Adv Friday            | 11,639         | 31,434         |
| Perth Adv Tuesday           | 5,812          | 15,634         |
| Rutherglen Reformer         | 3,277          | 8,909          |
| Stirling Ob Friday          | 3,098          | 8,586          |
| Stirling Ob Wednesday       | 7,322          | 23,557         |
| Strathearn Herald           | 1,940          | 5,198          |
| Galloway News               | 7,103          | 18,754         |
| West Lothian Courier        | 11,613         | 31,783         |
| Wishaw Press                | 6,729          | 18,008         |
| <b>TOTAL</b>                | <b>255,467</b> | <b>711,565</b> |

Media Scotland Events have been providing clients with live media solutions for over 20 years. Whether you require a complete project management service or simply an additional support offering to an existing in-house team we are able to provide your business with the appropriate service.

Media Scotland Events produce over 30 events per annum including roadshows, conferences, gala dinners and exhibitions

We deliver events for our own publications as well as third party managed contracts

We pride ourselves in developing long-standing relationships with clients, for whom we consistently deliver projects which exceed their expectations.



# Media Scotland: Digital

**TOTAL MONTHLY ONLINE AUDIENCE: 3 million unique users**  
**11.8 million page impressions**

## **National 2.9 million unique users**

- Daily Record/Sunday Mail
- Daily Record Mobile
- Scotcareers
- RoadRecord
- Local Mole
- Business7
- Plus a range of bespoke sites

**1123% growth  
in unique users  
year on year for  
dailyrecord.co.uk  
mobile site!**

## **Local Titles 414,927 unique users**

- The Glaswegian
- Airdrie & Coatbridge Advertiser
- Wishaw Press
- East Kilbride News
- Rutherglen Reformer
- Hamilton Advertiser
- West Lothian Courier
- Perthshire Advertiser
- Blairgowrie Advertiser
- Strathearn Herald
- Stirling Observer
- Dumfries & Galloway Standard
- The Galloway News
- Paisley Daily Express
- Ayrshire Post
- Irvine Herald
- Kilmarnock Standard
- Lennox Herald

## New and improved Daily Record digital platform

The Daily Record and Sunday Mail website has been given a major revamp - with a bright new look and innovative technology.

It features a wider variety of content, much improved use of photos with spectacular picture galleries, live blogging of news & sports, and topic pages which group stories on people, places and events.

Monthly Unique users – **2,029,564** up 15% YoY

Page Impressions – **8,620,929** up by 10% YoY

### dailyrecord.co.uk users:

- 56% ABC1's
- 64% are homeowners or buying their own home
- 32% have a family
- 39% have a mortgage
- 38% have a family income of £30k+
- Are 50% more likely than the average Scot to move in with their partner in the next 12 months
- Are 80% more likely than the average Scot to expect to get married in the next 12 months

The screenshot shows the Daily Record website interface. At the top, there's a navigation bar with 'FRONT PAGE', 'NEWS', 'SPORT', 'ENTERTAINMENT', 'LIFESTYLE', and 'OPINION'. Below this is a search bar and a 'HOT TOPIC' section listing 'London 2012 Olympics', 'Scottish Premier League', 'Scottish Government', and 'Economy'. The main content area features several articles with images and headlines. Key articles include: 'Sir Chris Hoy ends Olympic career by winning sixth gold medal in Keirin cycling event', 'Man accused of killing Jenny Methven blames victim's son for murder', '£15m fever pitch: Game is too big for artificial surface, says Lennon', 'Chief constable accused of causing 'head-on-smash' to stand trial', 'Rising stars The Imaginaires on their whirlwind year', 'Sports Hotline on David Murray's kangaroo court', 'Comedy sketch duo close gates on Burnistoun show after third series', and 'New lease of life: Rangers romp to victory over East Fife in League Cup'. There are also smaller sections for 'EXCLUSIVE', 'E-Cigarettes EXPOSED', and 'OPINION'. The bottom of the page has navigation for 'NEWS', 'FOOTBALL', and 'ROAD RECORD'.

Click here to see just how good we are!

0800 107 9360

# A range of successful local newspaper websites

A range of successful local newspaper websites

16 companion sites across Scotland

Unique users: **414,927**

Page Impressions: **1.3 million**

These sites are designed to be an indispensable guide to local communities and provide precision targeting for local advertisers





## PRINT

- Daily Record
- Sunday Mail
- The Glaswegian
- Metro Scotland
- Insider Magazine
- Airdrie & Coatbridge Advertiser
- Wishaw Press
- East Kilbride News
- Rutherglen Reformer
- Hamilton Advertiser
- West Lothian Courier
- Perthshire Advertiser
- Blairgowrie Adv
- Strathearn Herald
- Stirling Observer
- Dumfries & G Standard
- The Galloway News
- Paisley Daily Express
- Ayrshire Post
- Irvine Herald
- Kilmarnock Standard
- Lennox Herald
- Ayrshire & Arran Visitor
- Lanarkshire & Clyde Valley Visitor
- Central Tayside Visitor

## ONLINE

- DailyRecord/Sunday Mail
- The Glaswegian
- Scotcareers
- RoadRecord
- Business7/Insider
- Local Mole
- Pet Champ
- DIY Donny
- Cook Scotland
- Glasgow City Living
- Airdrie & Coatbridge Advertiser
- Wishaw Press
- East Kilbride News
- Rutherglen Reformer
- Hamilton Advertiser
- West Lothian Courier
- Perthshire Advertiser
- Blairgowrie Adv
- Strathearn Herald
- Stirling Observer
- Dumfries & G Standard
- Paisley Daily Express
- Ayrshire Post
- Irvine Herald
- Kilmarnock Standard
- Lennox Herald
- icScotland

## EVENTS

- Insider 500 Business Breakfast
- Scottish Restaurant Awards
- Young Scot Awards
- Scotland PLC Awards
- Our Heroes Awards
- Insider Conference
- Scottish Accountancy Awards
- Scottish Education Awards
- Deals & Dealmakers Awards
- Scottish Green Awards
- Great Scot Awards
- Scottish Leadership Awards
- Hampden Football Hall of Fame Dinner
- Scottish Health Awards
- SME300 Awards
- Sunday Mail Sports Awards
- FD of the Year Awards
- The Creative Scotland Awards
- Made in Scotland Business Event