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
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
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

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

<table>
<thead>
<tr>
<th>Population (000s)</th>
<th>Adults 15+</th>
<th>Adults 15-24</th>
<th>Adults 25-34</th>
<th>Adults 35-44</th>
<th>Adults 45-54</th>
<th>Adults 55+</th>
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<tbody>
<tr>
<td>817</td>
<td>127</td>
<td>121</td>
<td>123</td>
<td>138</td>
<td>308</td>
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</table>

<table>
<thead>
<tr>
<th>1 Week Reach (000s)</th>
<th>Adults 15+</th>
<th>Adults 15-24</th>
<th>Adults 25-34</th>
<th>Adults 35-44</th>
<th>Adults 45-54</th>
<th>Adults 55+</th>
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<tr>
<td>176</td>
<td>39</td>
<td>47</td>
<td>33</td>
<td>30</td>
<td>27</td>
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<tr>
<td>% Reach</td>
<td>22%</td>
<td>31%</td>
<td>39%</td>
<td>27%</td>
<td>22%</td>
<td>9%</td>
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<tr>
<td>Average Hours</td>
<td>6.9</td>
<td>4.3</td>
<td>4.6</td>
<td>5.8</td>
<td>12.4</td>
<td>9.8</td>
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<table>
<thead>
<tr>
<th>4 week Reach (000s)</th>
<th>Adults 15+</th>
<th>Adults 15-24</th>
<th>Adults 25-34</th>
<th>Adults 35-44</th>
<th>Adults 45-54</th>
<th>Adults 55+</th>
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<tbody>
<tr>
<td>276</td>
<td>62</td>
<td>72</td>
<td>52</td>
<td>45</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>4 week Reach %</td>
<td>34%</td>
<td>49%</td>
<td>59%</td>
<td>42%</td>
<td>33%</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>13 week Reach (000s)</th>
<th>Adults 15+</th>
<th>Adults 15-24</th>
<th>Adults 25-34</th>
<th>Adults 35-44</th>
<th>Adults 45-54</th>
<th>Adults 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>353</td>
<td>78</td>
<td>88</td>
<td>66</td>
<td>56</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>13 week Reach %</td>
<td>43%</td>
<td>61%</td>
<td>72%</td>
<td>53%</td>
<td>41%</td>
<td>18%</td>
</tr>
</tbody>
</table>

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
Nickelback   Queen
Beyonce   Madonna
Take That   Girls Aloud

Kings of Leon   Scouting For Girls
Sugababes   The Script

James Morrison   Amy Winehouse
Kelly Clarkson
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

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.
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
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.
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 where we can collect data for you through our opt in service. Many advertisers have built substantial databases through using this solution.
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 recource. 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
WE THINK POPULAR.

MEDIA GROUP
TFM RADIO
MEDIA INFORMATION

MAGIC 1170
RADIO HOUSE
YALE CRESCEENT
STOCKTON
TS17 6AA
TEL: 01642 888 222
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 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.
TFM RADIO - RANKED BY MARKET SHARE

1. BBC Radio 2 - 18%
2. TFM / Magic 1170 - 13%
3. Smooth Radio North East - 11%
4. Capital North East - 11%
5. BBC Radio 4 - 8%
6. BBC Radio 1 - 8%
7. TFM Radio - 7%
8. BBC Tees - 6%
9. Magic 1170 - 5%
10. BBC Radio FIVE LIVE - 3%
11. Real Radio North East - 3%
12. Classic FM - 2%
13. Absolute Radio National - 2%
14. talkSPORT - 2%

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th Dec 2012
TFM RADIO - RANKED BY WEEKLY REACH

- BBC Radio 2: 250,000
- TFM / Magic: 231,000
- Capital North East*: 180,000
- Smooth Radio North East: 177,000
- TFM Radio: 167,000
- BBC Radio 1: 165,000
- BBC Radio Tees*: 111,000
- BBC Radio 4: 107,000
- Real Radio North East: 89,000
- Magic 1170: 87,000
- BBC Radio FIVE LIVE: 73,000
- Classic FM: 69,000
- talkSPORT: 47,000
- Absolute Radio: 29,000

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

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

**WE THINK POPULAR.**

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

At the heart of your community…

Station Information
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)

- Hallam FM & Magic AM: 418
- BBC Radio 2: 379
- Hallam FM: 358
- Capital Yorkshire: 329
- BBC Radio 1: 242
- BBC Radio Sheffield*: 232
- BBC Radio 4: 185
- Real Radio (Yorkshire)*: 152
- BBC Radio FIVE LIVE: 120
- Magic AM: 94

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

Weekly Reach 000's

Men 45%
Women 55%

Source: RAJAR, Hallam FM TSA, 6 months PE Dec 2012
Magic AM
Demographic Profile

Women 73%

Weekly Reach 000's

Source: RAJAR, Magic AM TSA, 6 months PE Dec 12
WE THINK POPULAR.

MEDIA GROUP
BAUER CENTRAL SCOTLAND

RAJAR Q4 2012
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

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

<table>
<thead>
<tr>
<th>Station</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Adults</td>
<td>1,094,000</td>
</tr>
<tr>
<td>Men</td>
<td>553,000</td>
</tr>
<tr>
<td>Women</td>
<td>541,000</td>
</tr>
<tr>
<td>15-24</td>
<td>170,000</td>
</tr>
<tr>
<td>25-34</td>
<td>236,000</td>
</tr>
<tr>
<td>35-44</td>
<td>195,000</td>
</tr>
<tr>
<td>45-54</td>
<td>205,000</td>
</tr>
<tr>
<td>55+</td>
<td>288,000</td>
</tr>
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</table>

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

All Adults 15+ 38%
Men 15+ 40%
Women 15+ 36%
15-24 38%
25-34 49%
35-44 42%
45-54 41%
55+ 30%
ABC1 15+ 38%
C2DE 15+ 38%

Source: RAJAR period ending 16th December 2012 based on the Bauer Central Scotland TSA
THE ONLY ONE FOR CENTRAL SCOTLAND

WEEKLY REACH

- Bauer Central Scotland: 1,094,000
- BBC Radio 2: 614,000
- BBC Radio Scotland: 579,000
- Real Radio Brand UK: 553,000
- Capital Network UK: 479,000
- BBC Radio 1: 433,000

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

Source: NRS Jul '11 – Jun '12, Omniture Nov 12

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

Source: NRS Jul ’11 – Jun ’12, TGI Jul ’11 – Jun ’12
Media Scotland - Print

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!

Sources: NRS Oct ‘11 – Sep ‘12; JICREG Oct ‘12; Insider - Publishers’ Estimate based on 3 readers per copy
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

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Readers</th>
<th>% of Readers</th>
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<tbody>
<tr>
<td>Men</td>
<td>661,000</td>
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<tr>
<td>Women</td>
<td>579,000</td>
<td>47%</td>
</tr>
<tr>
<td>Aged 15-44</td>
<td>470,000</td>
<td>38%</td>
</tr>
<tr>
<td>Aged 45+</td>
<td>771,000</td>
<td>62%</td>
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<tr>
<td>ABC1</td>
<td>496,000</td>
<td>40%</td>
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<tr>
<td>C2DE</td>
<td>745,000</td>
<td>60%</td>
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Source: NRS Oct ’11 - Sep ’12
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.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Scotland</th>
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<tbody>
<tr>
<td>Circulation</td>
<td>281,297</td>
<td>259,275</td>
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<tr>
<td>Readership</td>
<td>810,000</td>
<td>790,000</td>
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<tr>
<td>Weekly readers</td>
<td>1,528,000</td>
<td>1,482,000</td>
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</table>

Average time spent reading 32 minutes

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Readers</th>
<th>% of Readers</th>
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</thead>
<tbody>
<tr>
<td>Men</td>
<td>430,000</td>
<td>55%</td>
</tr>
<tr>
<td>Women</td>
<td>360,000</td>
<td>45%</td>
</tr>
<tr>
<td>Aged 15-44</td>
<td>278,000</td>
<td>35%</td>
</tr>
<tr>
<td>Aged 45+</td>
<td>513,000</td>
<td>65%</td>
</tr>
<tr>
<td>ABC1</td>
<td>296,000</td>
<td>38%</td>
</tr>
<tr>
<td>C2DE</td>
<td>494,000</td>
<td>62%</td>
</tr>
</tbody>
</table>

Source: NRS Oct ’11 – Sep ’12; ABC Jan – June’12
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!

<table>
<thead>
<tr>
<th>Total</th>
<th>Scotland</th>
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<tbody>
<tr>
<td>334,025</td>
<td>310,399</td>
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| Readership | 1,011,000 | 929,000 |

Average time spent reading

44 minutes

Scottish Readership by Demographic Group

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Readers</th>
<th>% of Readers</th>
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</thead>
<tbody>
<tr>
<td>Men</td>
<td>494,000</td>
<td>53%</td>
</tr>
<tr>
<td>Women</td>
<td>435,000</td>
<td>47%</td>
</tr>
<tr>
<td>Aged 15-44</td>
<td>341,000</td>
<td>37%</td>
</tr>
<tr>
<td>Aged 45+</td>
<td>588,000</td>
<td>63%</td>
</tr>
<tr>
<td>ABC1</td>
<td>386,000</td>
<td>42%</td>
</tr>
<tr>
<td>C2DE</td>
<td>543,000</td>
<td>58%</td>
</tr>
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Source: NRS Oct ‘11 – Sep ‘12; ABC Jan – June’12
Geographical Split

<table>
<thead>
<tr>
<th></th>
<th>Readership</th>
<th>Circulation</th>
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<tr>
<td><strong>Daily Record</strong></td>
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<td></td>
</tr>
<tr>
<td>West</td>
<td>544,000</td>
<td>175,066</td>
</tr>
<tr>
<td>East</td>
<td>161,000</td>
<td>56,984</td>
</tr>
<tr>
<td>North</td>
<td>85,000</td>
<td>18,039</td>
</tr>
<tr>
<td><strong>Sunday Mail</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>637,000</td>
<td>241,188</td>
</tr>
<tr>
<td>East</td>
<td>180,000</td>
<td>62,458</td>
</tr>
<tr>
<td>North</td>
<td>112,000</td>
<td>33,753</td>
</tr>
</tbody>
</table>

Source: NRS Oct ’11 - Sep ’12; ABC Jan – Jun ‘12
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**

<table>
<thead>
<tr>
<th>Average time spent reading</th>
<th>20 minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average reader age</td>
<td>40</td>
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</tbody>
</table>

Sources: NRS Oct ’11 – Sep ’12 * Publishers Estimate as of 26.07.12
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

BBS 2011*, Insider reader survey Feb 2009**
Local Titles

13 paid weekly titles, 3 paid bi weekly, 1 paid daily, 1 free weekly
## Local Circulation & Readership

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

Source: ABC Jan-Jun 2012; Jicreg October 2012; * Publishers estimate as of July 2012; **TGI July’11-June’12
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

**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

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

Source: Omniture October 2012
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

Source: Publisher’s own; TGI Clickstream 2012 Q2; Omniture October 2012
A range of successful local newspapers

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.

Source: Omniture October’12
### 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