

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 12.2K FOLLOWERS
UP 26% YEAR-ON-YEAR
AND NOW ON  AND 

ADVERTISING RATES



Jobs, Events & Tenders

£495 + VAT for two weeks on the daily newsletter, shared on social media and displayed on the website.

Sponsored Articles

£495 + 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.

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

SAMPLE ADVERTS



Advert Placements

Our various advert types are placed on our homepage (see right), newsletter, and throughout the website.

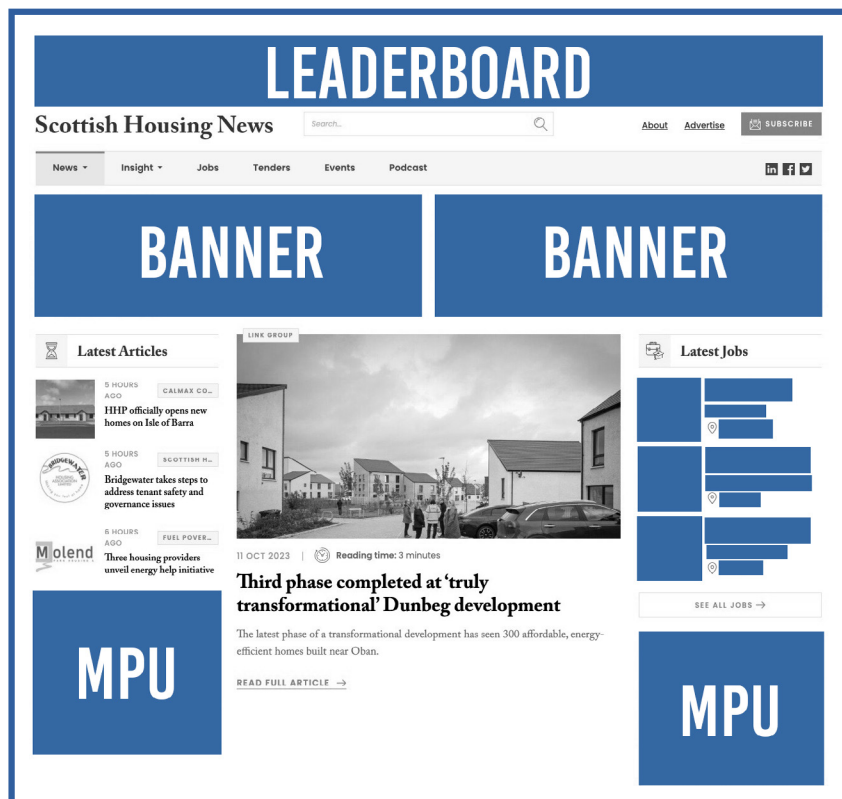
Examples are shown below.

Adverts can either be still images or animated GIFs.

URLs can include UTM tags, and we also support custom advert invocation HTML.

Dimensions (in pixels)

MPU	300 x 250
Banner	900 x 240
Leaderboard	1296 x 120



Example advertising positions on the home page when viewed on desktop or tablet devices



Example MPU (300x250 pixels)



Example banner (900x240 pixels)

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