

# Scottish Housing News Media Pack



**Scottish Housing News is the leading daily online news service for Scotland's affordable housing sector.**

Our free daily newsletter and website now attract a readership of over 51,000 users, a further increase on 2019. Our social media following of over 15,000 on Twitter, LinkedIn and Facebook is also growing quickly.

Scottish Housing News was established in 2001 and its reputation for being first with news, jobs and tenders has made it an integral part of the working day for active decision-makers and budget-holders.

## **Reach the readers who count...**

- *An unrivalled audience of over 51,000 readers in Scotland's social housing sector and growing*
- *Read by influential decision makers and budget-holders: chief executives, development directors, housing managers and senior managers in local authorities and housing associations*
- *Highly competitive advertising prices*
- *Advertisers can benefit from potential inclusion in sister publications Scottish Construction Now, Scottish Legal News and Scottish Financial News, widening reach to over 230,000 professionals*



# Advertising Rates

## Jobs

**£265 plus VAT** per week on the daily newsletter, shared on social media and displayed on the website.

## Tenders

**£265 plus VAT** per week on the daily newsletter, shared on social media and displayed on the website.

## Banners/Skyscrapers

1 Month	<b>£368 + VAT</b>
2-4 Months	<b>£342 + VAT</b>
5-11 Months	<b>£315 + VAT</b>
12+ Months	<b>£290 + VAT</b>

prices per month



example banner (450 x 120 pixels)

## Box Ads

1 Month	<b>£158 + VAT</b>
2-4 Months	<b>£142 + VAT</b>
5-11 Months	<b>£132 + VAT</b>
12+ Months	<b>£105 + VAT</b>

prices per month



example (120 x 120)

## Sponsored Posts

**£265 plus VAT** for one week on the daily newsletter, social media and website, or **£400 plus VAT** for two weeks.

**To discuss any of your advertising requirements, please contact Jeff Anderson**

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