

The SUNDAY POST



2020 MEDIA PACK

About The Sunday Post

One of Britain's best-known newspapers, The Sunday Post is a Scottish institution. For more than 100 years we have delivered outstanding journalism, told Scotland's stories and informed and entertained generations of readers. Our award-winning journalism, from the hardest news and heart-warming features to enthralling sport and compelling campaigns, has helped change lives and change the country.

Named Scotland's Newspaper of the Year in 2018, The Post's journalism is built on accuracy, decency, and fairness and has made it a Sunday essential for millions of Scots. Our lively news, features and sport pages are complemented by our lifestyle magazine, P.S, covering everything from fashion and entertainment to travel and homes. Meanwhile, our opinion pages are home to some of Scotland's most important voices, including household names like Kenny Dalglish and Judy Murray along with legendary undercover café critic Scone Spy.

Of course, Sunday would not be Sunday without Oor Wullie and the Broons, The Post's iconic cartoon strips. Scotland's favourite schoolboy and best-loved family have been entertaining Scots for generations but remain as popular as they have ever been. Indeed, Oor Wullie's Big Bucket Trail had the whole country talking – and walking – in 2019 when 200 spectacular statues appeared across Scotland to help raise a fortune for children's hospital charities. From hard-hitting investigations and riveting human interest stories to Wullie and the gang on Glebe Street, the Sunday Post has been, is and will remain Scotland's Sunday best.



Judy Murray



Mandy Rhodes



Donald MacLeod



Sir Kenny Dalglish



Ross King



Alan Brazil

The Sunday Post Audience

The
SUNDAY POST

Every month The Sunday Post reaches over **476,000** adults, more than any other Scottish Sunday newspaper.

281,000+

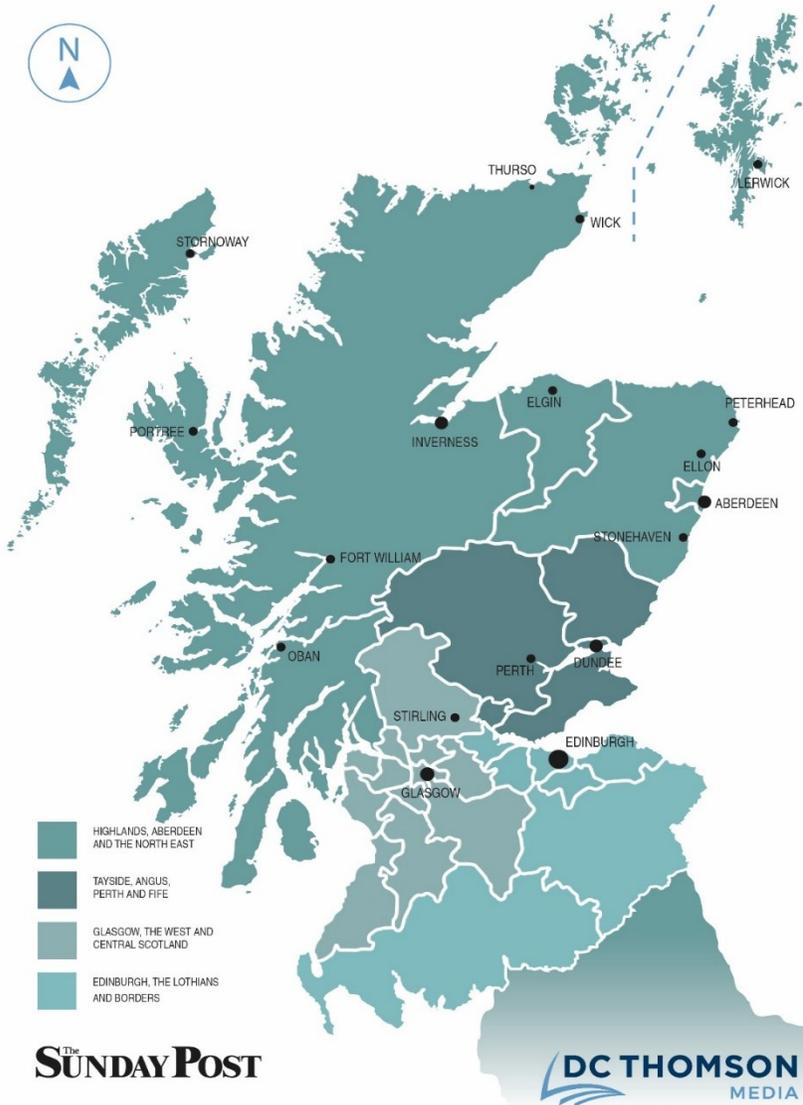
Average Issue Readership

90,500+

Copies Sold Weekly

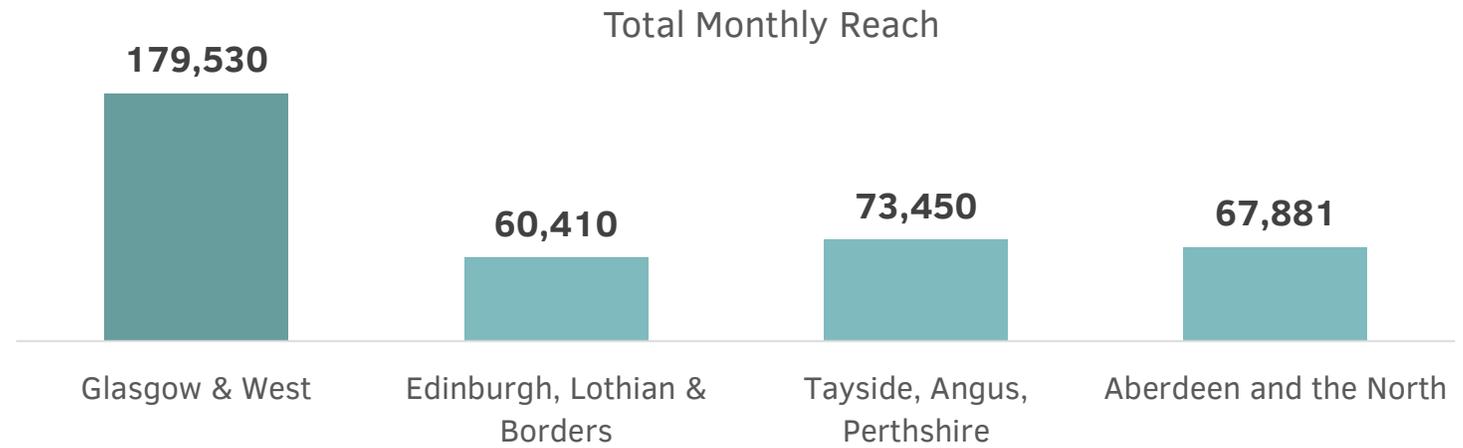
Source: JICREG 14/11/2019; ABC (Oct 2019)

Coverage of Scotland



The Sunday Post has the greatest reach of all Scottish Sunday news-brands with an impressive coverage across all regions of Scotland.

While 47% of its monthly reach is based within Glasgow and the West, no other Sunday newspaper can match the coverage of the rest of Scotland, ensuring our advertisers' campaigns are seen in all corners of the country!



Source: JICREG 14/11/2019

The Sunday Post Audience

The Sunday Post delivers news to a distinct and exclusive audience. Readers tend to be decision makers, found at the centre of their families, and support their children and grandchildren. Importantly, a large proportion of The Sunday Post audience does not read any other Sunday newspaper.

Two-thirds of Scotland's disposable income is held by adults over the age of 55. With an average audience age of 57, The Sunday Post provides the perfect opportunity to engage with this demographic and tap into its potential.

Sunday Post readers enjoy financial security, meaning they can afford the luxury of dining out, frequent holidays and have more freedom to invest time and money on hobbies and pastimes.

45%

do not read any
other Sunday
newspaper

19%

higher savings
than average

61%

over the age of
55

39%

have
grandchildren

Source: GB TGI 2019 Q3 (Apr '18 – Mar '19) Base: Scotland

Print Opportunities



P.S. Magazine

48-page lifestyle magazine with fashion, food, celebrity interviews, homes and more.
Every Sunday



Post Match

24-page football supplement with all the latest sport coverage from around the country.
Every Sunday



Love Scotland

16-page supplement showcasing the beautiful attractions of Scotland.
Next Issue: September



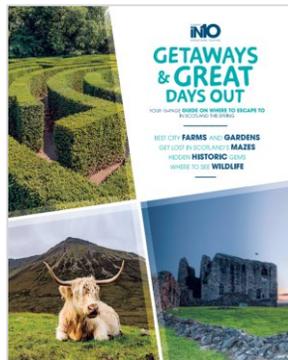
Your Christmas

16-page Christmas supplement including fashion and beauty, winter breaks and gift ideas.
Next Issue: November



Winter Walks

24-page festive supplement including days out around Scotland during winter.
Next Issue: December



Getaways and Great Days Out

Next Issue: March



LIFE: Financial and Physical Health

Next Issue: March



LIFE: Holiday Living

Next Issue: June



LIFE: Your Retirement Choices

Next Issue: July



LIFE: Homes Special

Next Issue: September

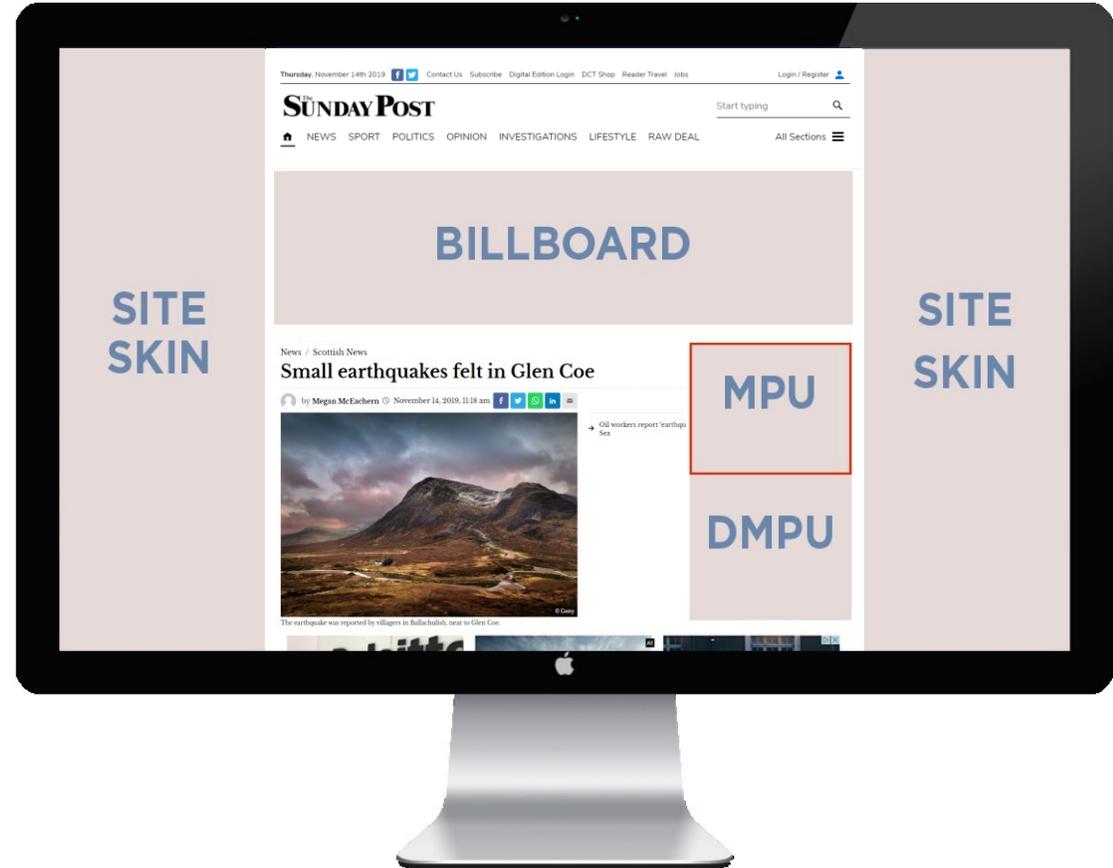
Digital Opportunities

Various ad slots appearing alongside trusted news content across our websites will share your messages with the audience most receptive to your brand.

390,000+ Monthly Website Users

11,000+ Facebook Likes

21,500+ Twitter Followers



Source: Google Analytics (October 2019); Facebook as of November 2019

Other Services

Content Marketing

Written by our experienced team of journalists, content marketing looks and feels like the surrounding editorial of the page and is a great way to showcase your expertise or perspective on a complicated subject.

This type of content is of high quality, relevant to your target audience, engaging, shareable and trustworthy amongst our credible brands.

Compared to traditional print adverts, content marketing within our titles scores 38% higher in reader engagement.



Is your website mobile responsive?

61% of users will not return to a mobile website if they had trouble accessing it.

Having your website optimised for different screen sizes increases the amount of time visitors will spend on your site and improves your rankings in search engines.

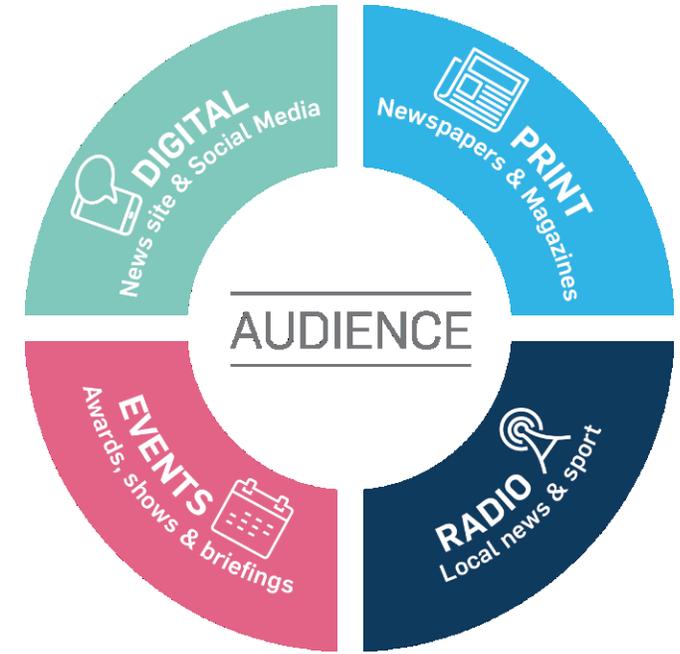
With affordable packages, our highly skilled digital team provides a one-stop-shop for mobile-optimised web design and can get your business online in just two weeks.

Prices subject to both VAT and a monthly service charge. Source: RAMetrics: DC Thomson Reader Panel

About DCT Media

The Sunday Post is part of the DC Thomson Media group and serves distinctive content throughout Scotland and the north east of England.

Our newspapers have been providing readers with breaking news for more than 272 years and our readers have a strong connection with our brands.



100%

family-owned

16m

magazines sold every year

5

daily, evening and Sunday newspaper brands

4

radio stations, making DC Thomson Media the largest Scottish owned radio group

272

years since we first published a newspaper

The **SUNDAY POST**

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