

Hotel News  
Scotland



MEDIA  
PACK

Q<sup>4</sup> 2018

Offering a free digital news &  
editorial platform for Scottish  
Hotels, Hoteliers and Employees  
irrespective of size, rating or brand.

Fostering an intra & extra-industry readership

[ Giving voice to the industry ]

ETHOS

# STATS Q<sup>3</sup> breakdown

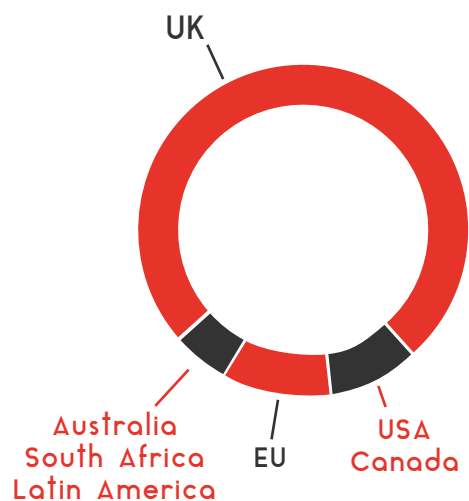
Soft launched in Dec '17 and building a steamhead of news we went live 'officially' on New Year's Day 2018.

We've had solid growth with notable spikes at key industry awards and events in the calendar.

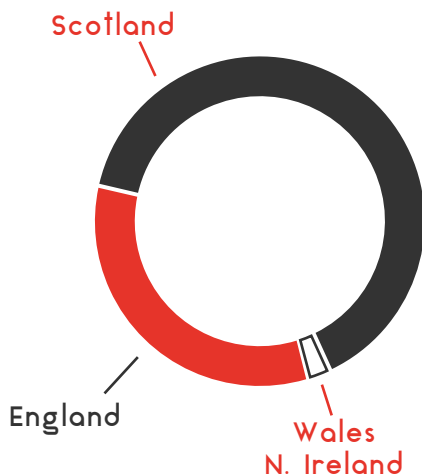
No bots or manufactured users.

All intra-industry and general public readership.

## Global Audience



## UK Breakdown



75% UK based viewers

- 70% Scotland
- 27% England,
- 3% Wales & N.I

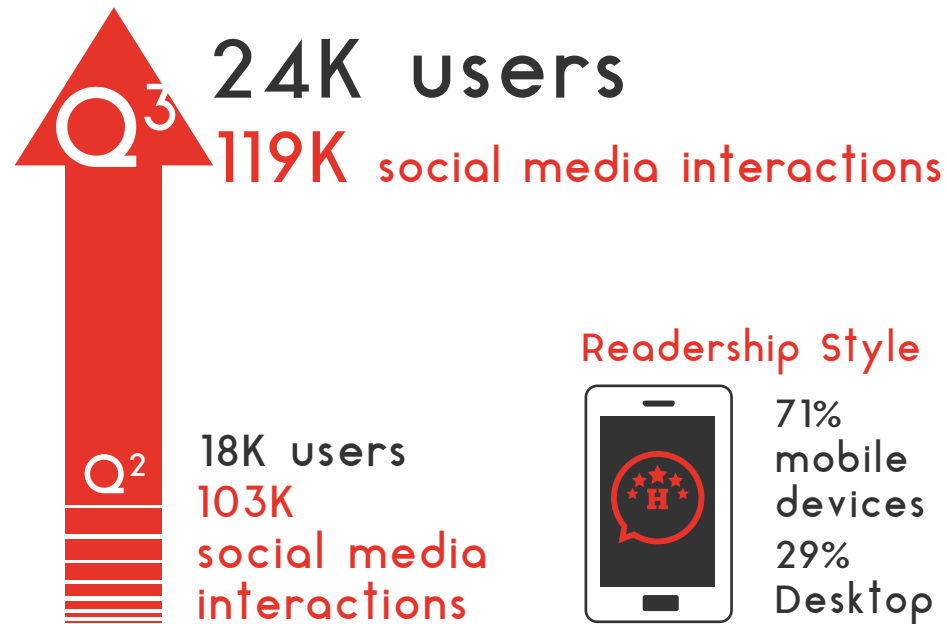
8% = USA & Canada

13% = EU

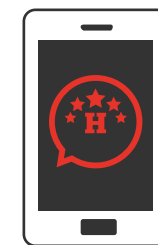
4% = Australasia

South Africa

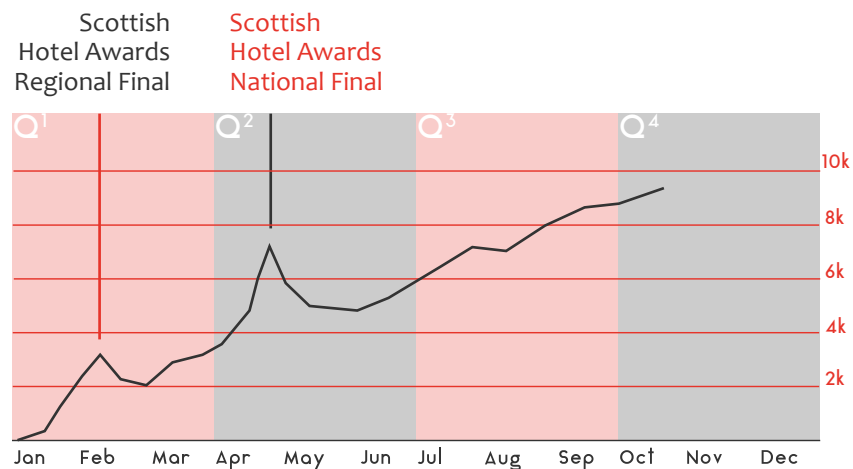
Latin America



## Readership Style



71% mobile devices  
29% Desktop



# Q<sup>2</sup>-Q<sup>3</sup> GROWTH

## Offer Posting

**Duration:** 9week thumbnail listing in our offers section, visibility on our randomised offers page header banner for 6weeks and a 9week listing on rotating footer listing.

**Costs:** Please review our pricing table:

*qty	1	3	5	10
price	£96/ post	£84/ post	£72/ post	£60/ post

\* Quantities are based on a 'bulk buy' system and offer great value for a well planned offer or event advertising schedule. There is no time limit on use, once bought they are yours to use when needed.

- Benefits:**
- > a customisable page listing with;
    - > hero image (min 1280x768px @96dpi),
    - > body images (min 750x500px @96dpi),
    - > linked video space,
    - > google map link,
    - > ample space for copy.
  - > broadcast across our social media channels for maximum reach,
  - > inclusion in our regular e-newsletter.

- info:**
- > the hero image, headline and leader paragraph are visible on the offers page thumbnail, make it eye-catching!,
  - > subheader can hold hyperlinks to external pages or documents,
  - > file size is limited to 2mb so it is best to link in video,
  - > no limit to amount of copy but be mindful of your readership,
  - > 1 offer per post; we will inform you if we think it is a dual offer,
  - > offers are categorised and filtered on offers home page.

## Job Posting

**Duration:** 5week thumbnail listing in our jobs section, visibility on our randomised offers page header banner for 4weeks and a 5week listing on rotating footer listing.

**Costs:** Please review our pricing table:

*qty	1	3	5	10
price	£74/ post	£65/ post	£56/ post	£47/ post

\* Quantities are based on a 'bulk buy' system and offer great value for either seasonal work advertising or agencies. There is no time limit on use, once bought they are yours to use as and when needed.

- Benefits:**
- > a customisable page listing with;
    - > hero image (min 1280x768px @96dpi),
    - > body images (min 750x500px @96dpi),
    - > linked video space,
    - > google map link,
    - > ample space for copy.
  - > broadcast across our social media channels for maximum reach,
  - > inclusion in our regular e-newsletter.

- info:**
- > the hero image, headline and leader paragraph are visible on the offers page thumbnail,
  - > subheader can hold hyperlinks to external pages or documents,
  - > file size is limited to 2mb so it is best to link in video,
  - > no limit to amount of copy but be mindful of attention span,
  - > 1 job per post; we will inform you if we think there are multiple positions listed,
  - > jobs are categorised and filtered on jobs home page.

## Banners

**Duration:** As per term purchased

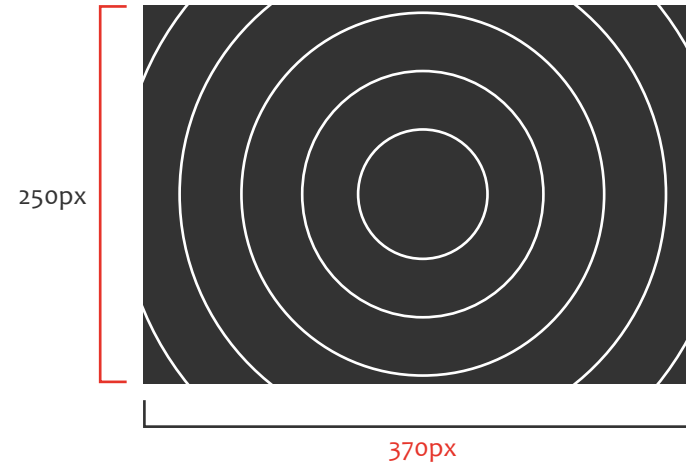
**Costs:** Please review our pricing table:

term (weeks)	4	8	13	26
<b>Sidebar</b> (370 x 250 px @ 96dpi)	£360 (£90/wk)	£600 (£75/wk)	£910 (£70/wk)	£1430 (£55/wk)
<b>Footer</b> (750 x 100 px @ 96dpi)	£280 (£70/wk)	£480 (£60/wk)	£715 (£55/wk)	£1170 (£45/wk)

- Benefits:**
- > image or linked in video (no autoplay)
  - > visibility on each article, job and offer published,
  - > randomised throughout each day to ensure no favourites,
  - > reached through each social media post and e-newsletter for each article, offer and job published,
  - > linked through to your preferred location (image only)

**info:** > see opposite.

## sidebar



## footer



# RATES summary

Job Posting # from £47/ 5weeks  
Offer Posting ## from £60/ 9weeks

# Job Posts will feature on the random header for 28days and disappear from the main body listing after 35days  
## Offer Posts will feature on the random header for 42 days and disappear from the main body listing after 63days

Bulk buy rates are shown in the table (right).

Valid for 12months

qty	1	3	5	10
jobs	£74/ post	£65/ post	£56/ post	£47/ post
offers	£96/ post	£84/ post	£72/ post	£60/ post

Our Footer and sidebar banner rates and specs are as follows:

term (weeks)	4	8	13	26
<b>Sidebar</b> (370 x 250 px @ 96dpi)	£360 (£90/wk)	£600 (£75/wk)	£910 (£70/wk)	£1430 (£55/wk)
<b>Footer</b> (750 x 100 px @ 96dpi)	£280 (£70/wk)	£480 (£60/wk)	£715 (£55/wk)	£1170 (£45/wk)

# CONTACT US

Hotel News Scotland is part of a Media Trilogy created by Five Star Magazine.

We felt that Scottish Hotels would benefit from a digital platform where they could share their news, jobs and offers irrespective of their size and rating.

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c/o Five Star Magazine  
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