

Hotel News  
Scotland



MEDIA  
PACK

Q<sup>3</sup> 2018

# STATS Q<sup>2</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.

75% UK based viewers

- 65% Scotland
- 33% England,
- 2% Wales & N.I

10% = USA & Canada

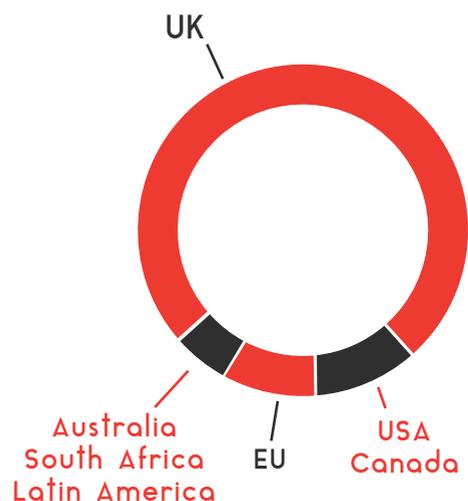
10% = EU

5% = Australasia

South Africa

Latin America

## Global Audience



## UK Breakdown



**18K users**

**103K social media interactions**

7K users

46K social media interactions

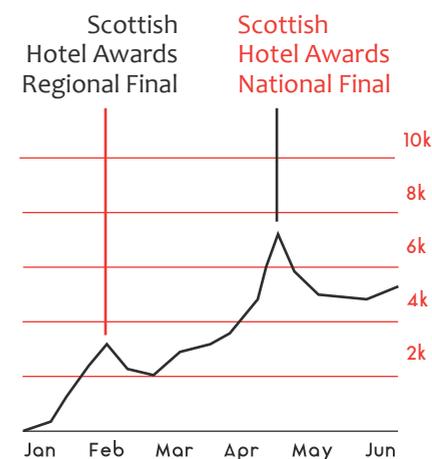
## Readership Style



2/3 mobile devices  
1/3 Desktop

## LATEST JOB PLACEMENT 2.7K VIEWS

Growth is steady with notable peaks at the Scottish Hotel Awards events with recovery and retention of a good proportion of the readership.



# Q<sup>1</sup>-Q<sup>2</sup> GROWTH

Do you have vacancy that needs filling or, a great new rate or promotion for the upcoming months?

Maybe you've developed a new menu or are giving a discount on Spa experiences?

Could you be a supplier with a great product that you want to get in front of the decision makers of the Scottish Hotel Industry?

Whatever it is we can shout about it from the digital rooftops of Scotland.

**Job Posting # £47/ 5weeks**

**Offer Posting ## £60/ 9weeks**

# Job Posts will feature on the random header for 21days and disappear from the main body listing after 35days

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

**Supplier \* £75/ 4week period**

**Supplier \*\* £750/ Annual**

\* Our 4 week supplier rate includes a page on our Supplier Directory for the duration and the option to post 2 free Supplier News items during the subscription period.

\*\* Our 1 year supplier rate includes a page on our Supplier Directory for the duration and the option to post a free Supplier News item every fortnight for the subscription period.

If you have multiple offers to post or are a recruitment agency/chain hotel requiring a 'bulk buy' then please do get in touch so we can discuss your requirements and find the best solution for you.

# RATES

Hotel News Scotland is part of a Media Trilogry 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.

Hotel News Scotland  
c/o Five Star Magazine

8 Elliot Street | Skypark 3 | Level 4 | Glasgow | G3 8EP

[www.hotelnews.scot](http://www.hotelnews.scot) ◀

[www.geared.life](http://www.geared.life) ◀

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