

# Aberdeen BusinessNews

Media Pack

[aberdeenbusinessnews.co.uk](http://aberdeenbusinessnews.co.uk)

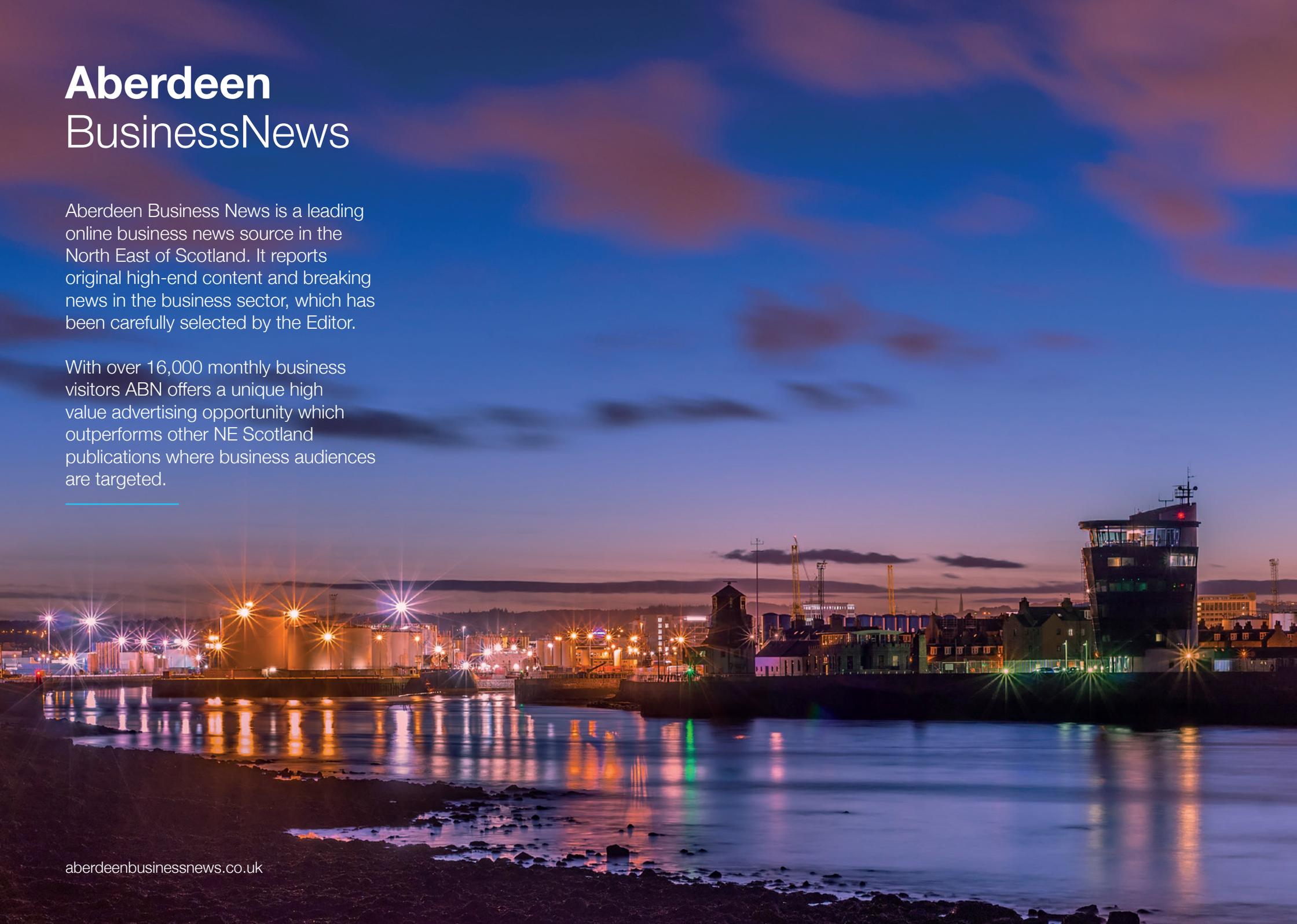


# Aberdeen BusinessNews

Aberdeen Business News is a leading online business news source in the North East of Scotland. It reports original high-end content and breaking news in the business sector, which has been carefully selected by the Editor.

With over 16,000 monthly business visitors ABN offers a unique high value advertising opportunity which outperforms other NE Scotland publications where business audiences are targeted.

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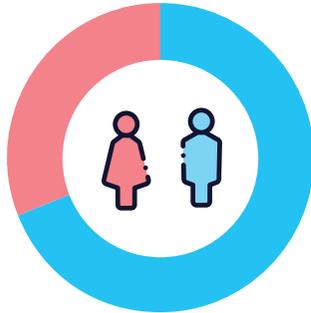


# Monthly Traffic and Demographic Overview

**16,530**  
USERS

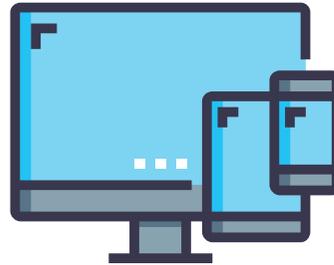
**22,150**  
SESSIONS

**33,737**  
PAGE VIEWS



**65%**  
Male

**35%**  
Female



**36%** **6%**  
Mobile Tablet

**58%**  
Desktop

## SOCIAL MEDIA FOLLOWERS

**8257**

**4500**

**2814**



**52%**  
Senior level

**27%**  
Entry level

**9%**  
Directors

**8%**  
Managers

**2%**  
CXO

**2%**  
Business owners



**32%**  
Business Development

**21%**  
Marketing

**12%**  
Sales

**8%**  
Media and Communication

**6%**  
Engineering

**4%**  
Administrative

**2%**  
Program and Project  
Management

**3%**  
Accounting

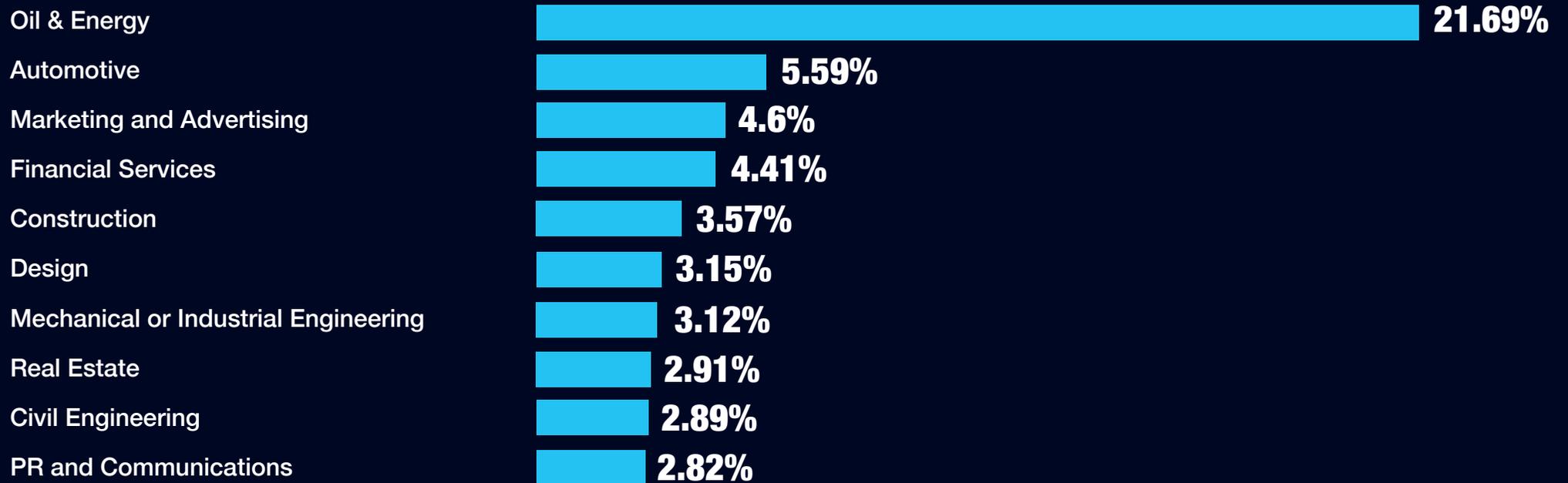
**3%**  
Product management

## Daily Newsletter

Each Aberdeen Business News newsletter is delivered to **3800** business professionals daily. There are opportunities for advertising in the daily newsletter. Contact the editor for details.

**£300 for 1 day sponsorship**  
Reaching 3800 viewers

# 2020 Visitor Demographic Analysis



# Site Metrics

[aberdeenbusinessnews.co.uk](http://aberdeenbusinessnews.co.uk)

Domain Authority: **37**

Trust Flow: **10**

Citation Flow: **28**

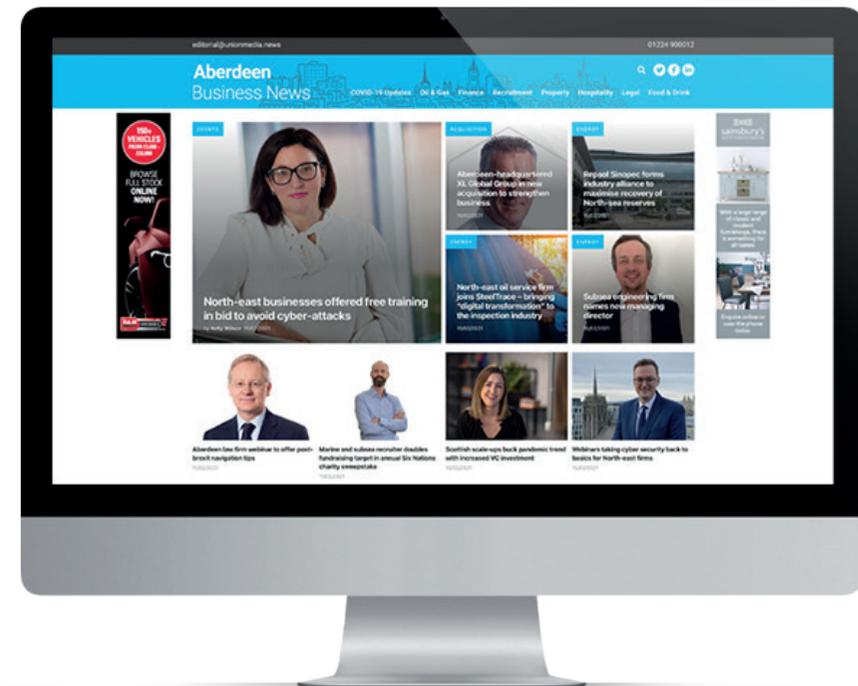
Monthly Uniques: **16.5k**

Monthly Pageviews: **33.7k**

Homepage Link: **No**

Dofollow: **Yes**

Niche Edit Available: **Yes**



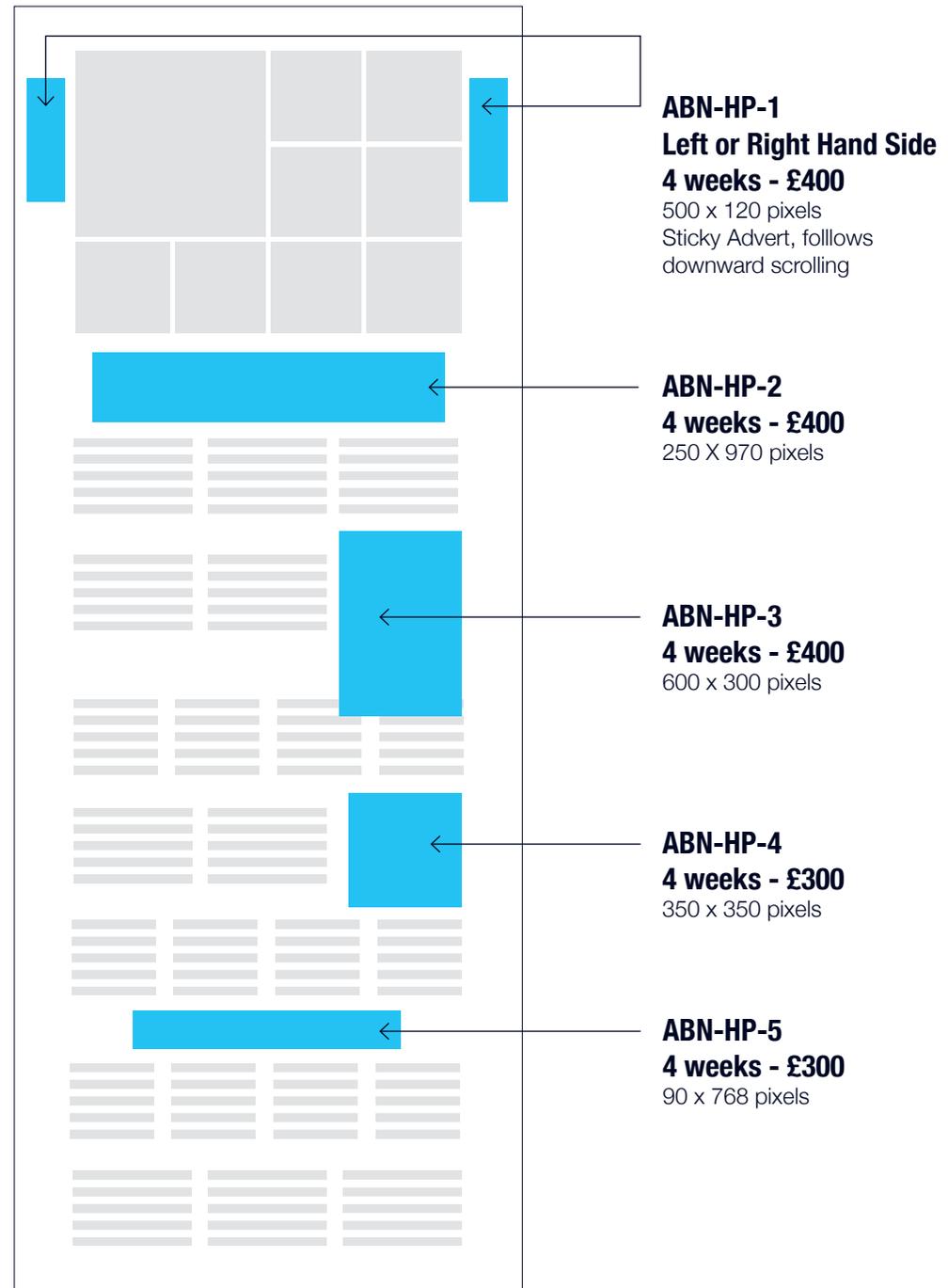
# Rate Card & Artwork Specification

## Home Page

### Artwork Specifications

Please ensure that your document is 300dpi and RGB.

All artwork should be supplied as a high-resolution JPEG via email to [editorial@unionmedia.news](mailto:editorial@unionmedia.news)



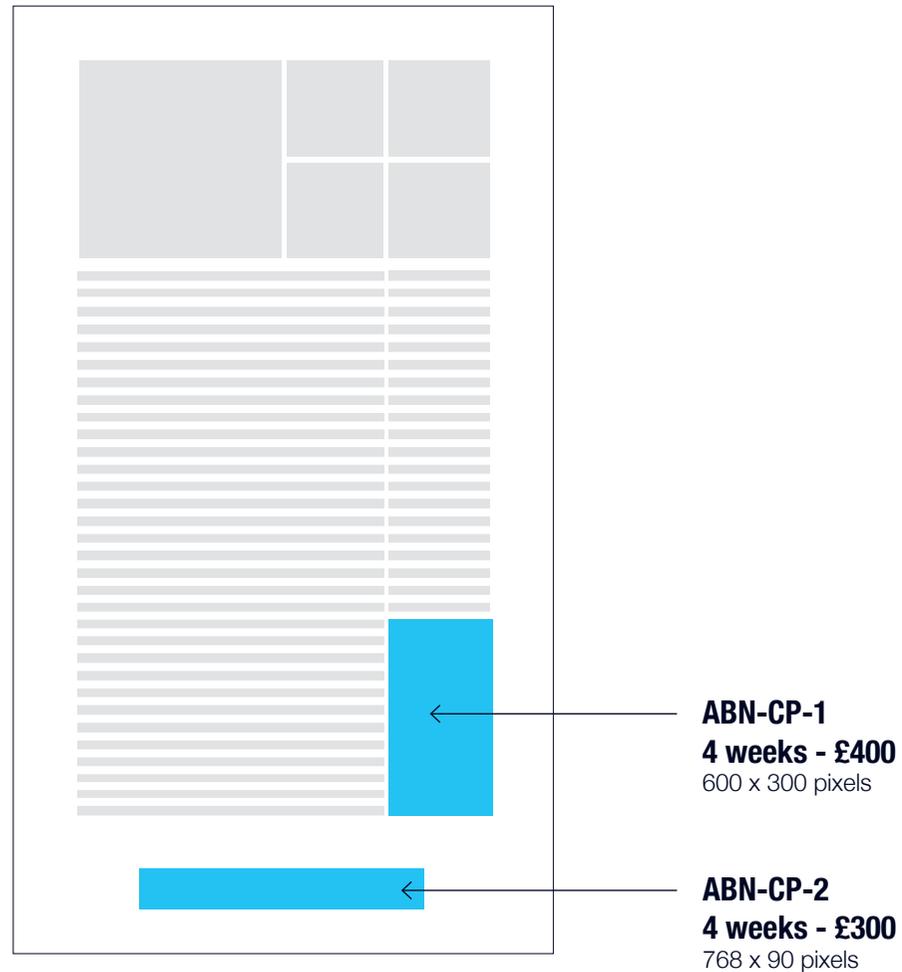
# Rate Card & Artwork Specification

## Category Page

### Artwork Specifications

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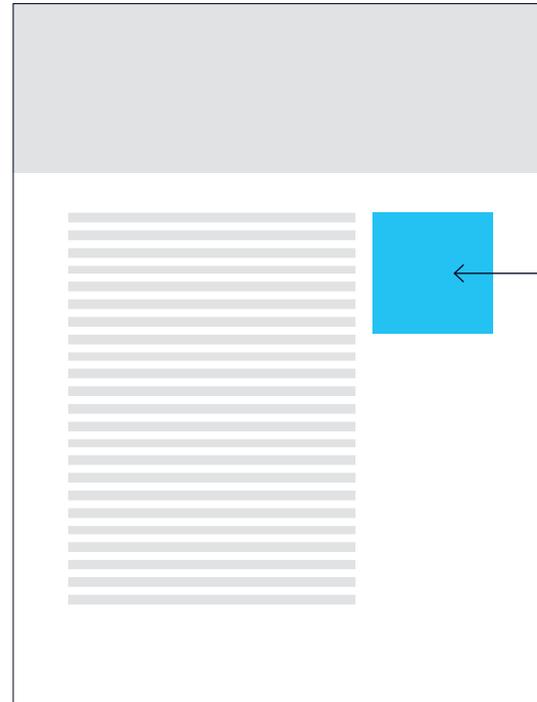
# Rate Card & Artwork Specification

## Article Page

### Artwork Specifications

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**ABN-AP-1**  
**4 weeks - £300**  
350 x 350 pixels

# Rate Card & Artwork Specification

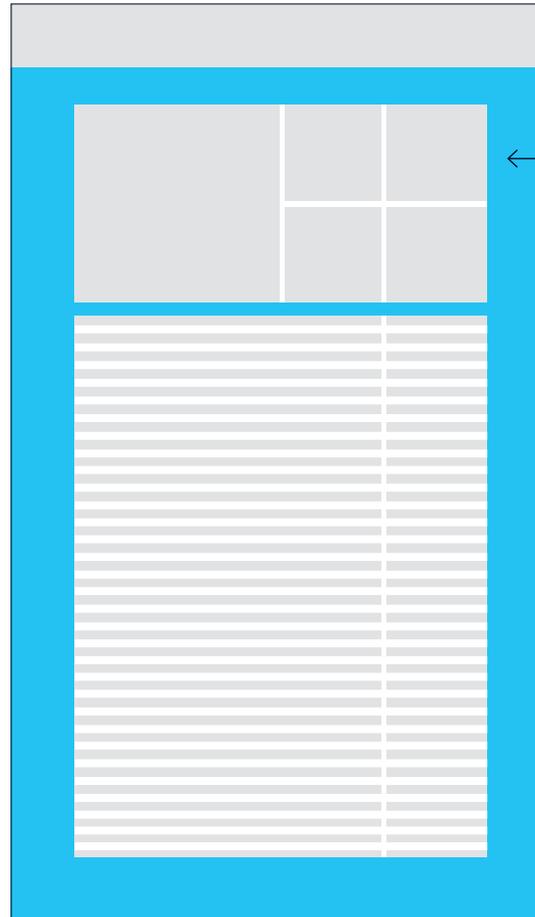
## Takeover Page

Advert Size 1920 pixels wide x 1000 pixels deep (minimum) with 1280 pixels blank in the centre

### Artwork Specifications

Please ensure that your document is 300dpi and RGB.

All artwork should be supplied as a high-resolution JPEG via email to [editorial@unionmedia.news](mailto:editorial@unionmedia.news)



**ABN-TP-1**

**4 weeks - £1500**

1920 pixels wide x 1000 pixels deep (minimum)

# Aberdeen BusinessNews

Get in touch

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