High Growth Scotland

Media Pack
highgrowth.scot

High Growth Scotland

High Growth Scotland is a leading online news source for the whole of Scotland. Focusing specifically on areas of investment, development and growth, it looks to provide high-level insight into up-and-coming businesses, giving its readers a clear understanding of the most relevant companies of just now, as well as the competitive environment as a whole.
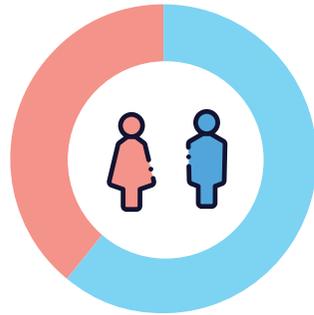
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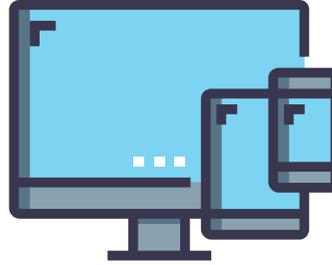
Monthly Traffic and Demographic Overview

4,021 USERS

9,590 PAGE VIEWS

4,725 SESSIONS

61% Male
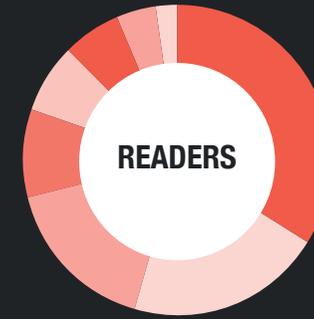
39% Female

34% Mobile

5% Tablet

61% Desktop

Daily Newsletter

Every day a newsletter goes out from High Growth Scotland to **2,731** business professionals, there are opportunities to advertise and sponsor within this newsletter. Contact the Editor for details.

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READERS

33% Senior level

20% Directors

16% Entry level

9% Managers

7% VP

6% Business owners

4% CXO

2% Partner

JOB FUNCTION
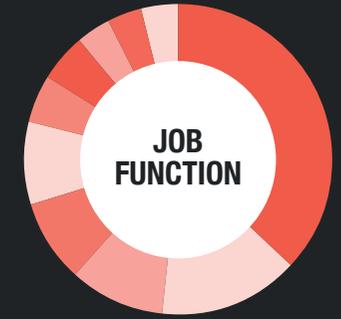
30% Business Development

12% Sales

8% Operations

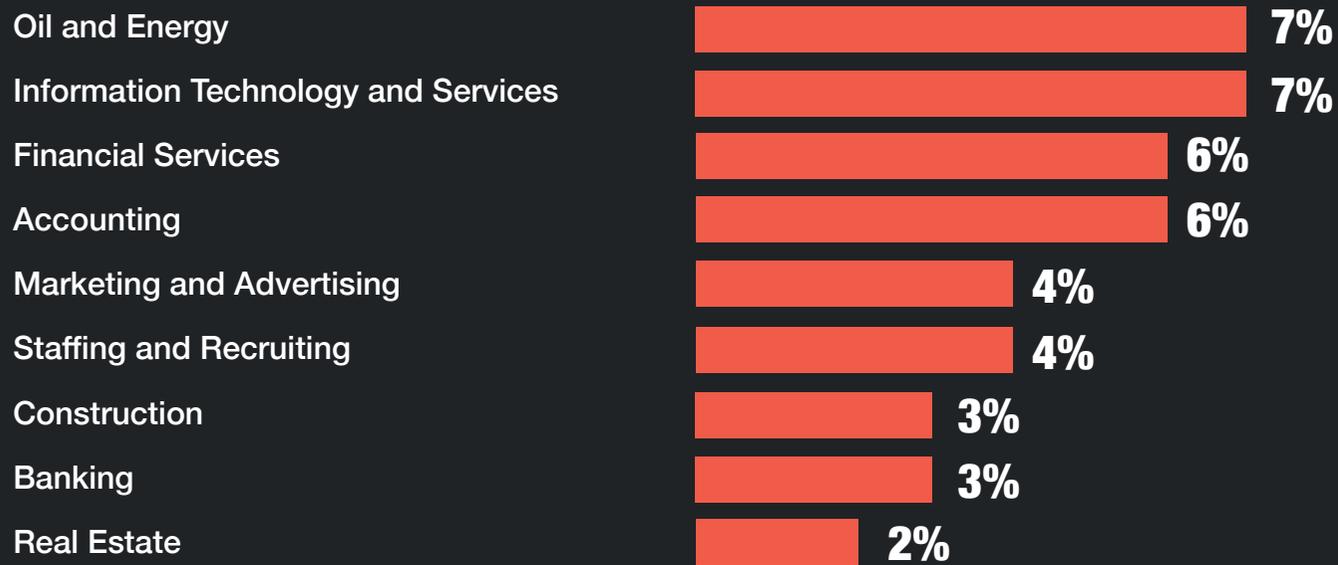**7%** Finance

7% Marketing

4% Engineering

4% Human Resources

3% Media and Communication

3% Accounting

3% Community and Social Services

2020 Visitor Demographic Analysis

Oil and Energy	7%
Information Technology and Services	7%
Financial Services	6%
Accounting	6%
Marketing and Advertising	4%
Staffing and Recruiting	4%
Construction	3%
Banking	3%
Real Estate	2%

Site Metrics

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Domain Authority:	**23**
Trust Flow:	**15**
Citation Flow:	**25**
Monthly Uniques:	**1.8k**
Monthly Pageviews:	**3.5k**
Homepage Link:	**No**
Dofollow:	**Yes**
Niche Edit Available:	**Limited**
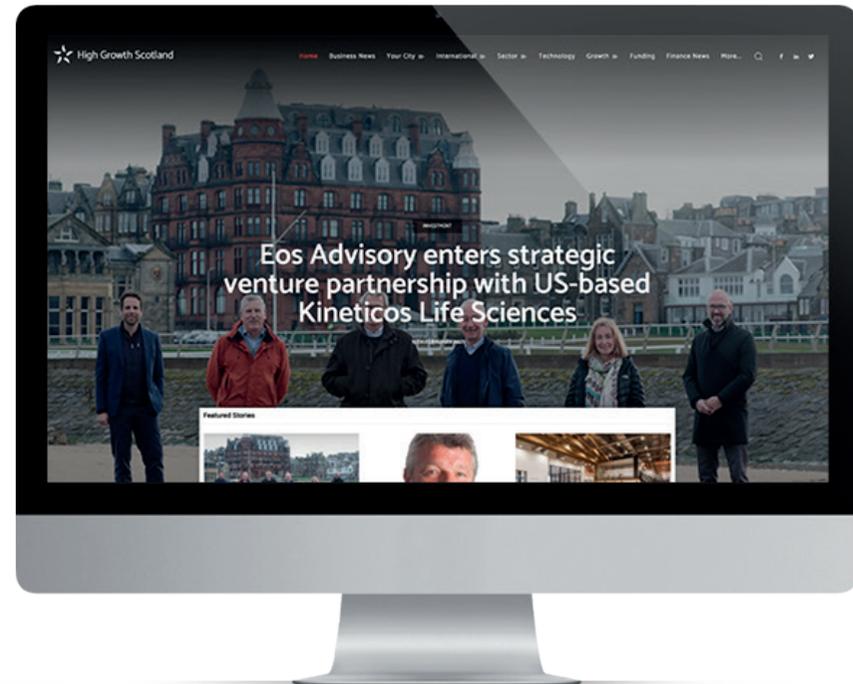
Rate Card &
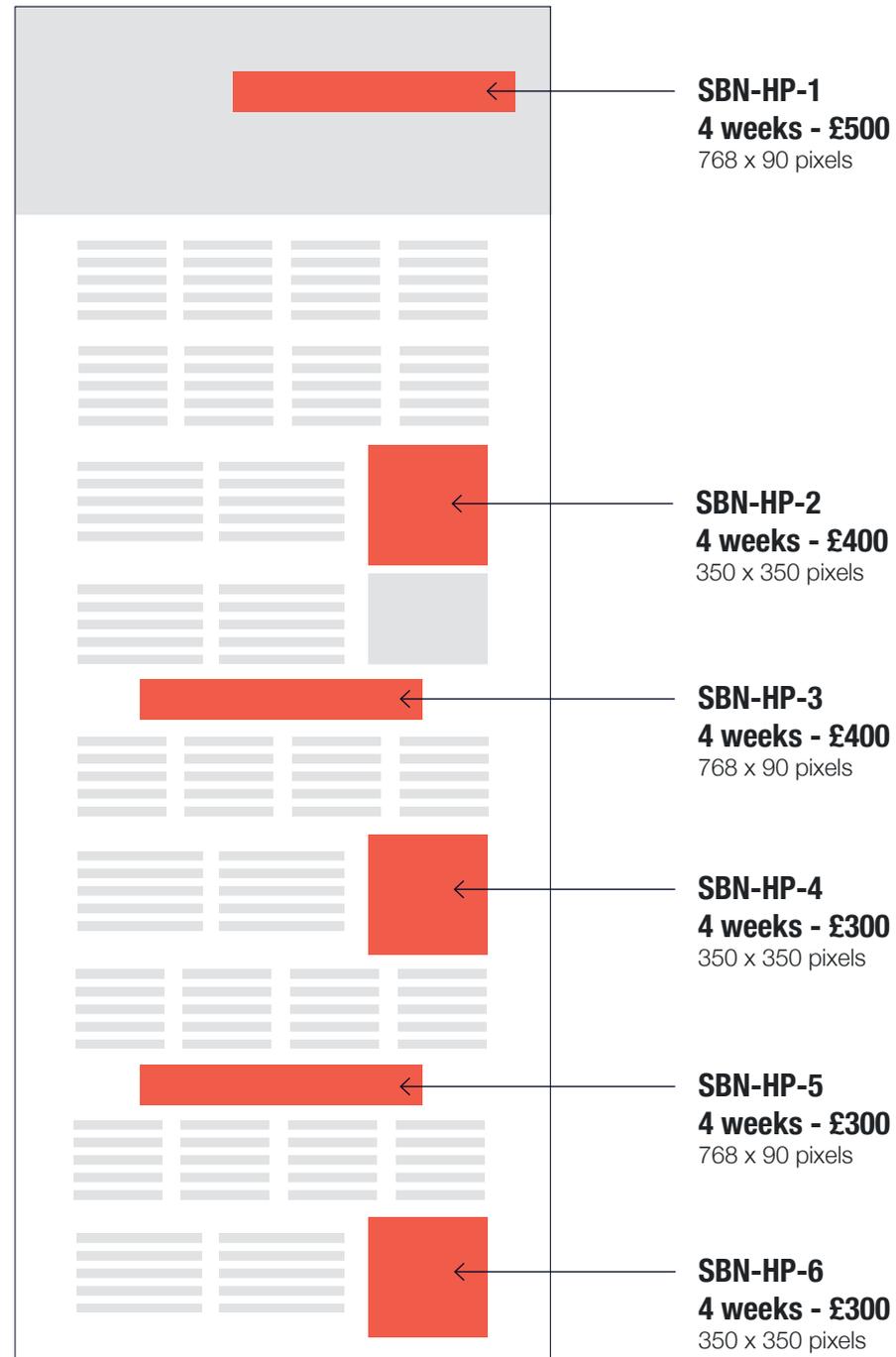# Artwork Specification

Home Page

Banner Size   768 x 90 pixels
Side Panel   350 x 350

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**

SBN-HP-1
4 weeks - £500
768 x 90 pixels

SBN-HP-2
4 weeks - £400
350 x 350 pixels

SBN-HP-3
4 weeks - £400
768 x 90 pixels

SBN-HP-4
4 weeks - £300
350 x 350 pixels

SBN-HP-5
4 weeks - £300
768 x 90 pixels

SBN-HP-6
4 weeks - £300
350 x 350 pixels

Rate Card &
Artwork Specification

Category Page

Banner Size	768 x 90 pixels
Side Panel	350 x 350

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**

SBN-CP-1
4 weeks - £500
768 x 90 pixels

SBN-CP-2
4 weeks - £400
350 x 350 pixels

SBN-CP-3
4 weeks - £400
350 x 350 pixels

SBN-CP-4
4 weeks - £300
768 x 90 pixels

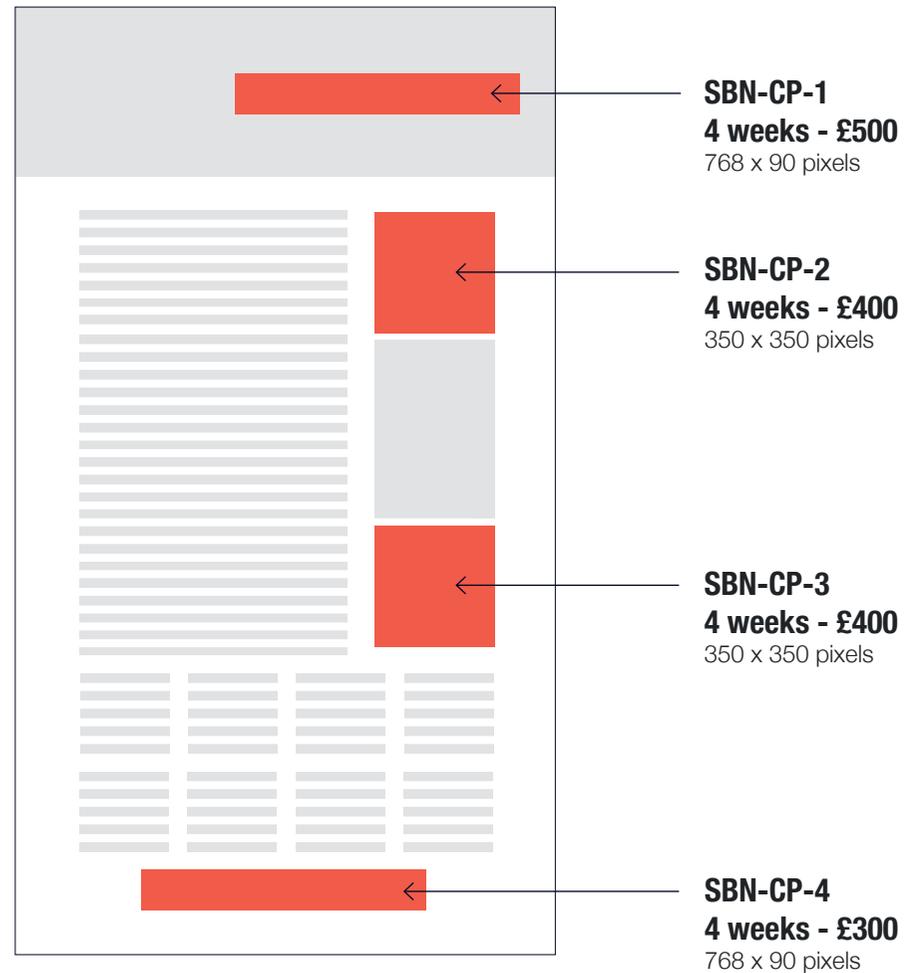# Rate Card &
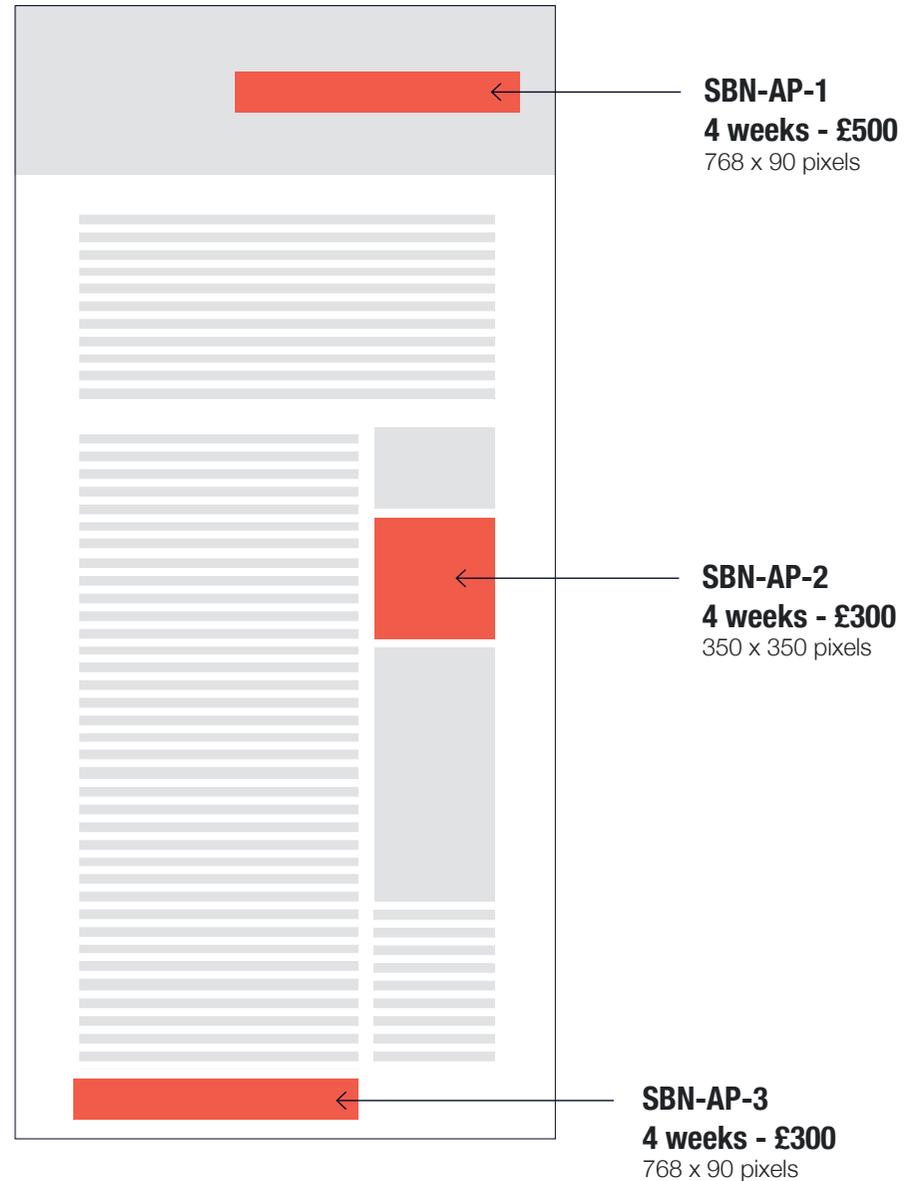# Artwork Specification

Article Page

Banner Size   768 x 90 pixels
Side Panel   350 x 350

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**

SBN-AP-1
4 weeks - £500
768 x 90 pixels

SBN-AP-2
4 weeks - £300
350 x 350 pixels

SBN-AP-3
4 weeks - £300
768 x 90 pixels

Rate Card &
Artwork Specification

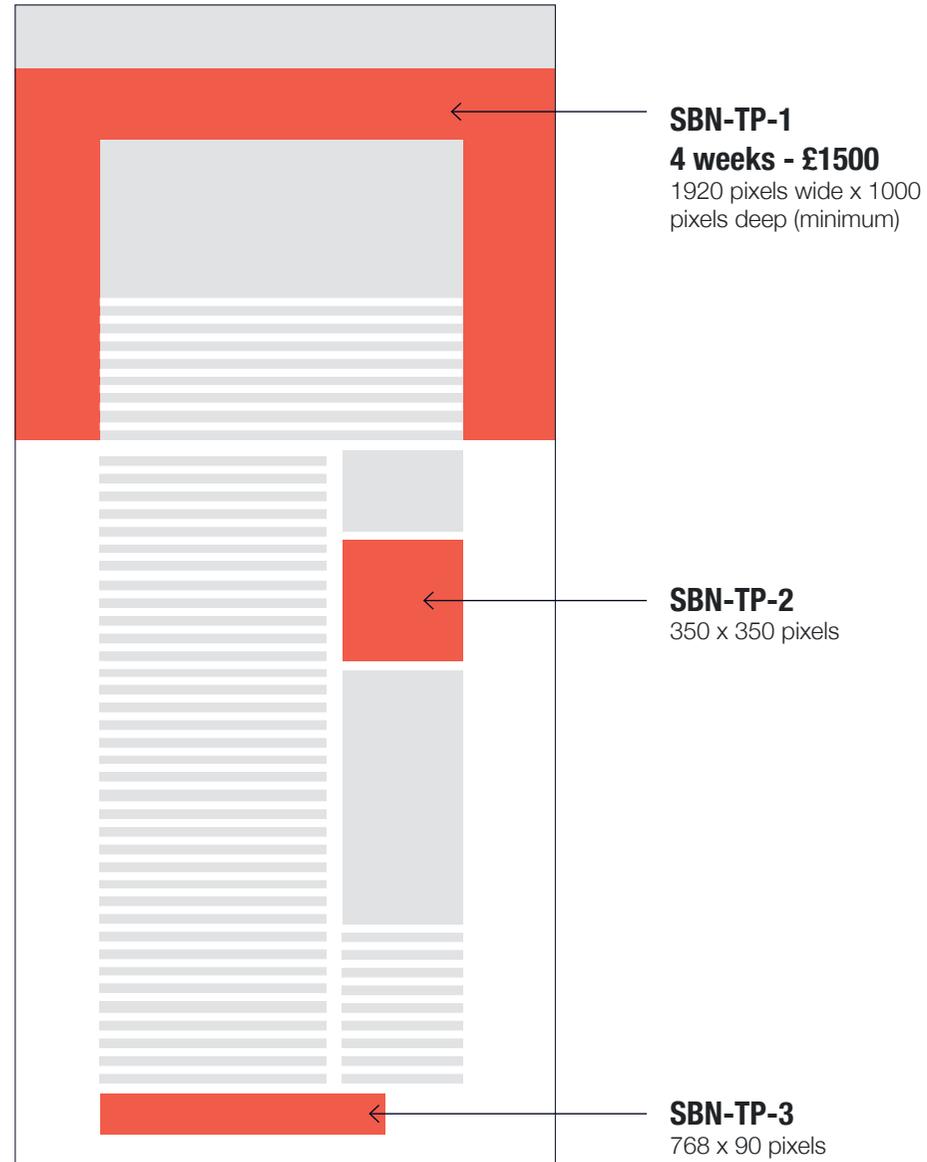## Takeover Page

Advert Size   1920 pixels wide x 1000
                     pixels deep (minimum) with
                     1280 pixels blank in the centre
Side Panel   350 x 350
Banner   768 x 90

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**

SBN-TP-1
4 weeks - £1500
1920 pixels wide x 1000
pixels deep (minimum)

SBN-TP-2
350 x 350 pixels

SBN-TP-3
768 x 90 pixels

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