Scottish
BusinessNews

Media Pack
scottishbusinessnews.net

Scottish
BusinessNews

Scottish Business News is a leading online business news source for the whole of Scotland. It covers and provides analysis on breaking news in the business sector, which has been carefully selected by the editor, to ensure readers are fully appraised of the most relevant Scottish Business News of the day.
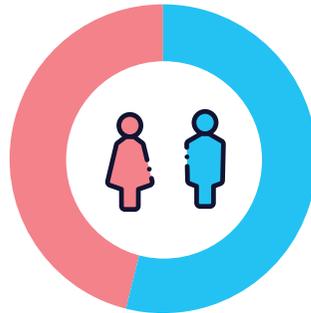
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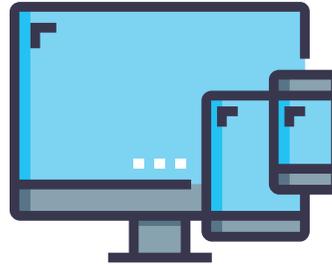# Monthly Traffic and Demographic Overview

18,387
USERS

26,018
PAGE VIEWS

22,162
SESSIONS

54% Male

46% Female

53% Mobile

4% Tablet

43% Desktop

Daily Newsletter

Every day the Scottish Business News newsletter is delivered to over **3500** business professionals, who read the daily bulletin. There are opportunities for advertising and sponsorship in the daily newsletter. Contact the editor for details.

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READERS

36% Senior level

21% Directors

16% Entry level

9% Managers

6% VP

6% CXO

2% Business owners

JOB FUNCTION

23% Business Development

9% Operations
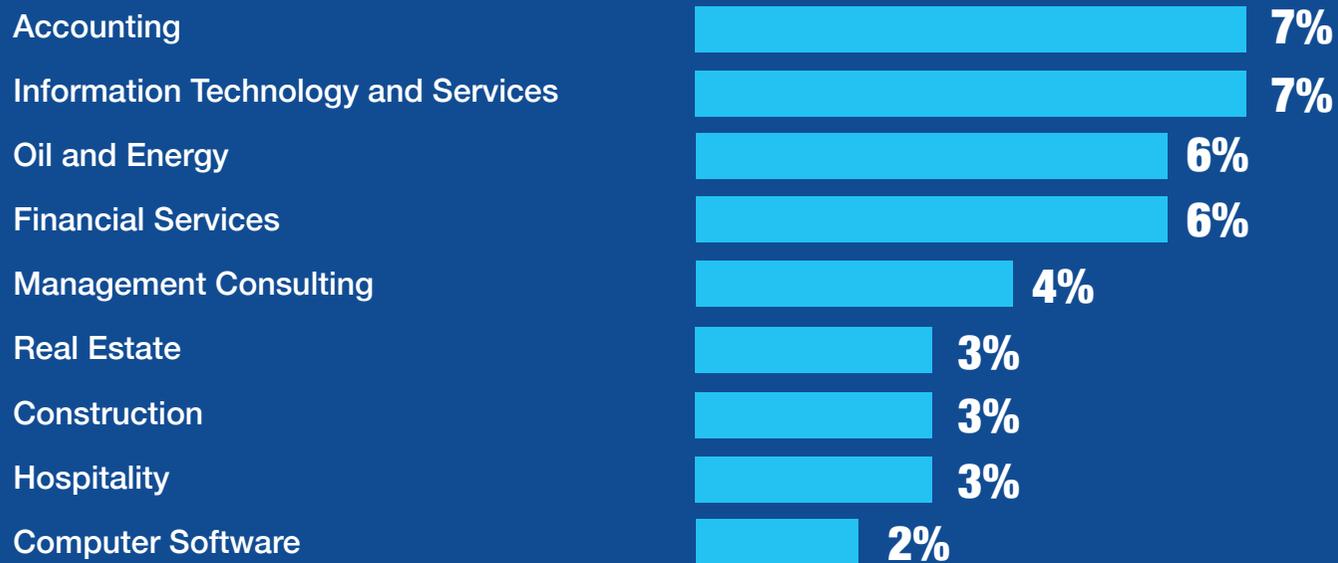
9% Sales

8% Marketing

7% Finance

5% Accounting

5% Information Technology

4% Media and Communication

3% Consulting

2020 Visitor Demographic Analysis
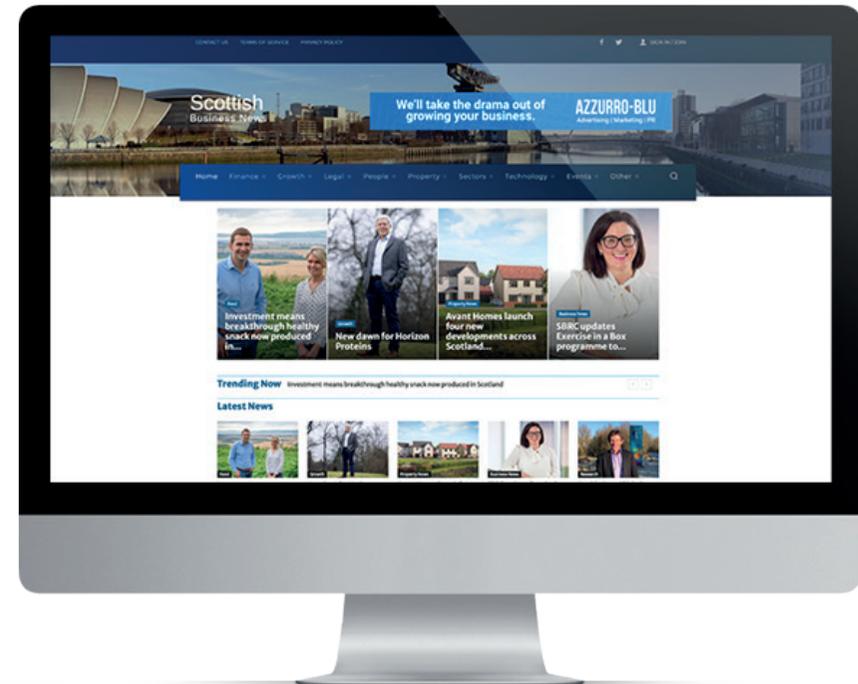
Accounting **7%**

Information Technology and Services **7%**

Oil and Energy **6%**

Financial Services **6%**

Management Consulting **4%**

Real Estate **3%**

Construction **3%**

Hospitality **3%**

Computer Software **2%**

Site Metrics

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Domain Authority:	**26**
Trust Flow:	**17**
Citation Flow:	**31**
Monthly Uniques:	**6.1k**
Monthly Pageviews:	**8.9k**
Homepage Link:	**No**
Dofollow:	**Yes**
Niche Edit Available:	**Yes**

Rate Card &
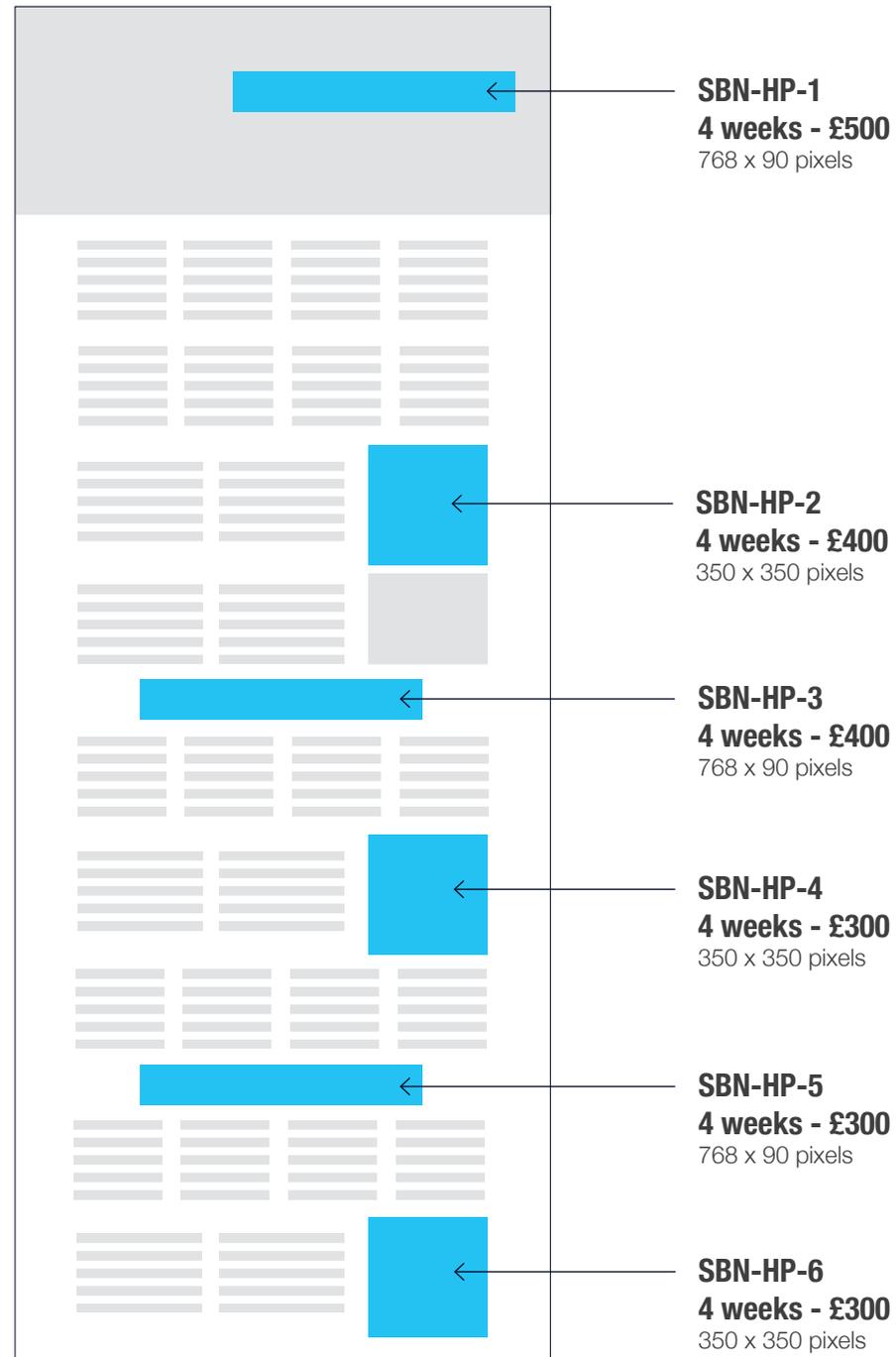# Artwork Specification

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 &
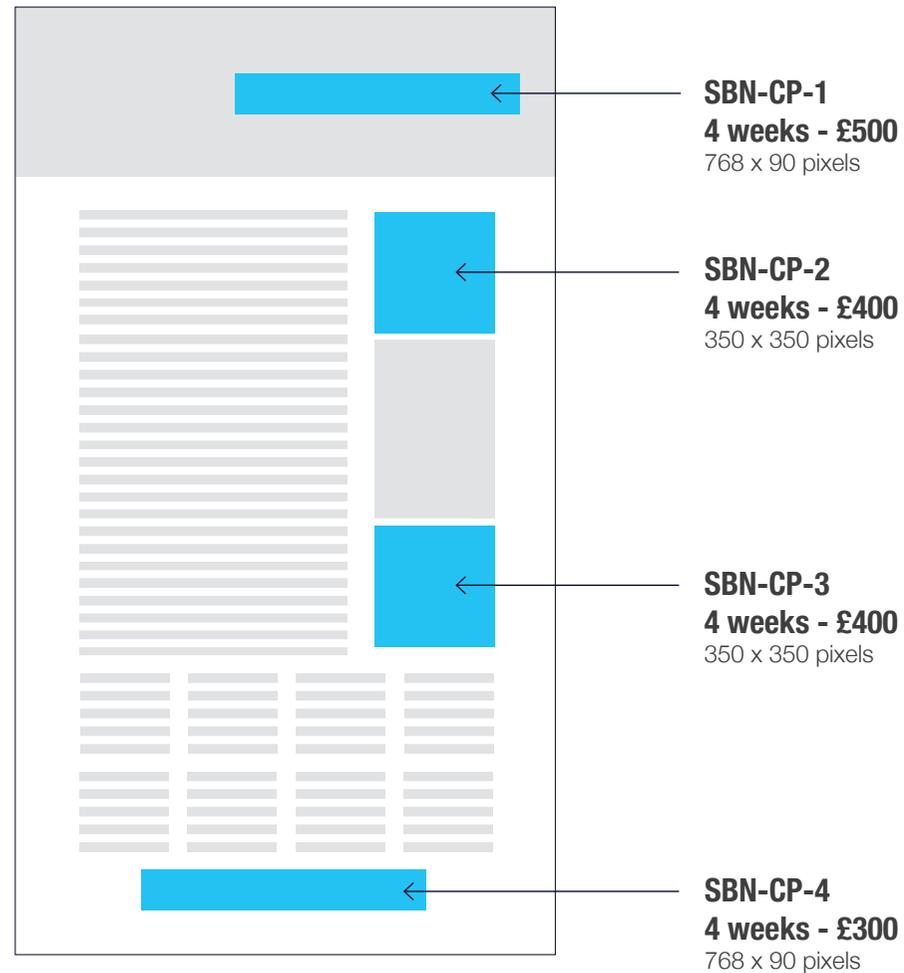# Artwork Specification

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
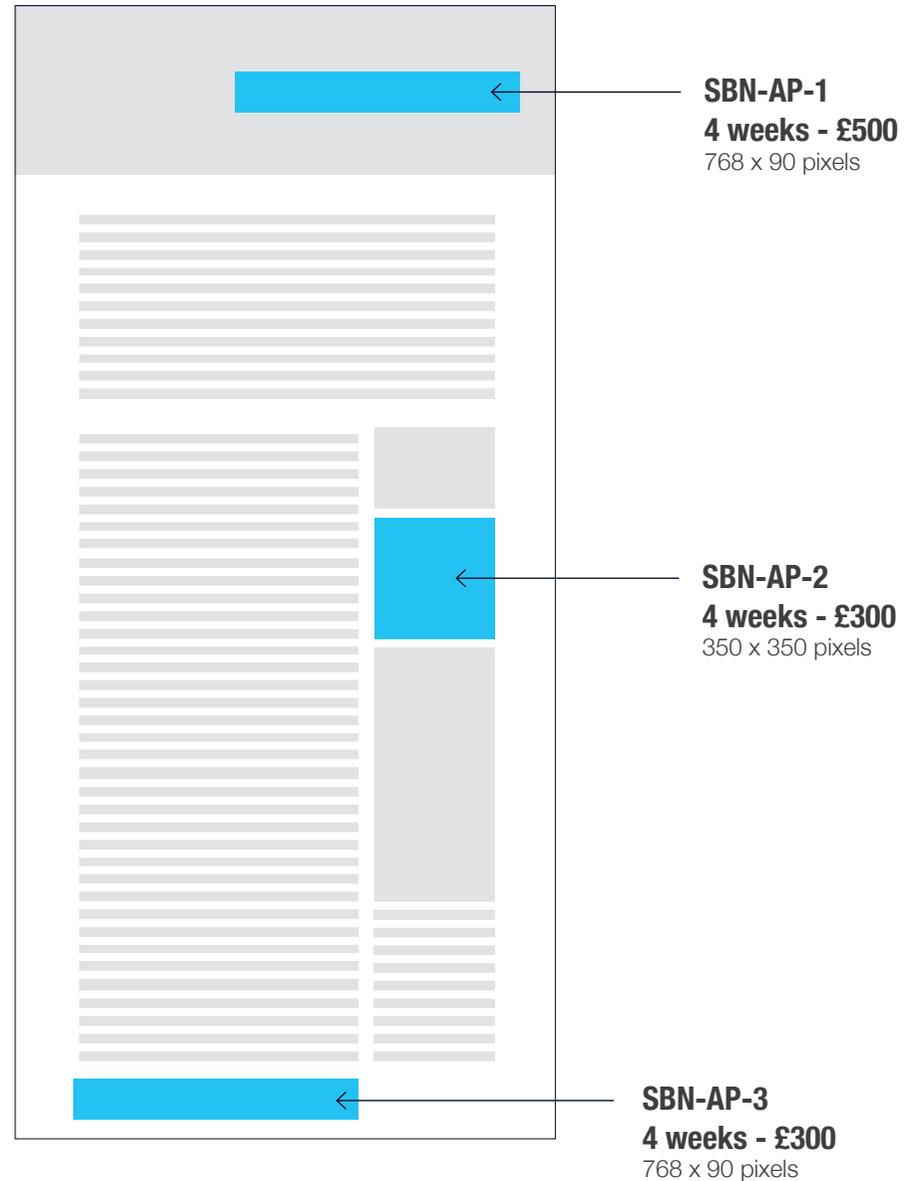
Rate Card &
Artwork Specification

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
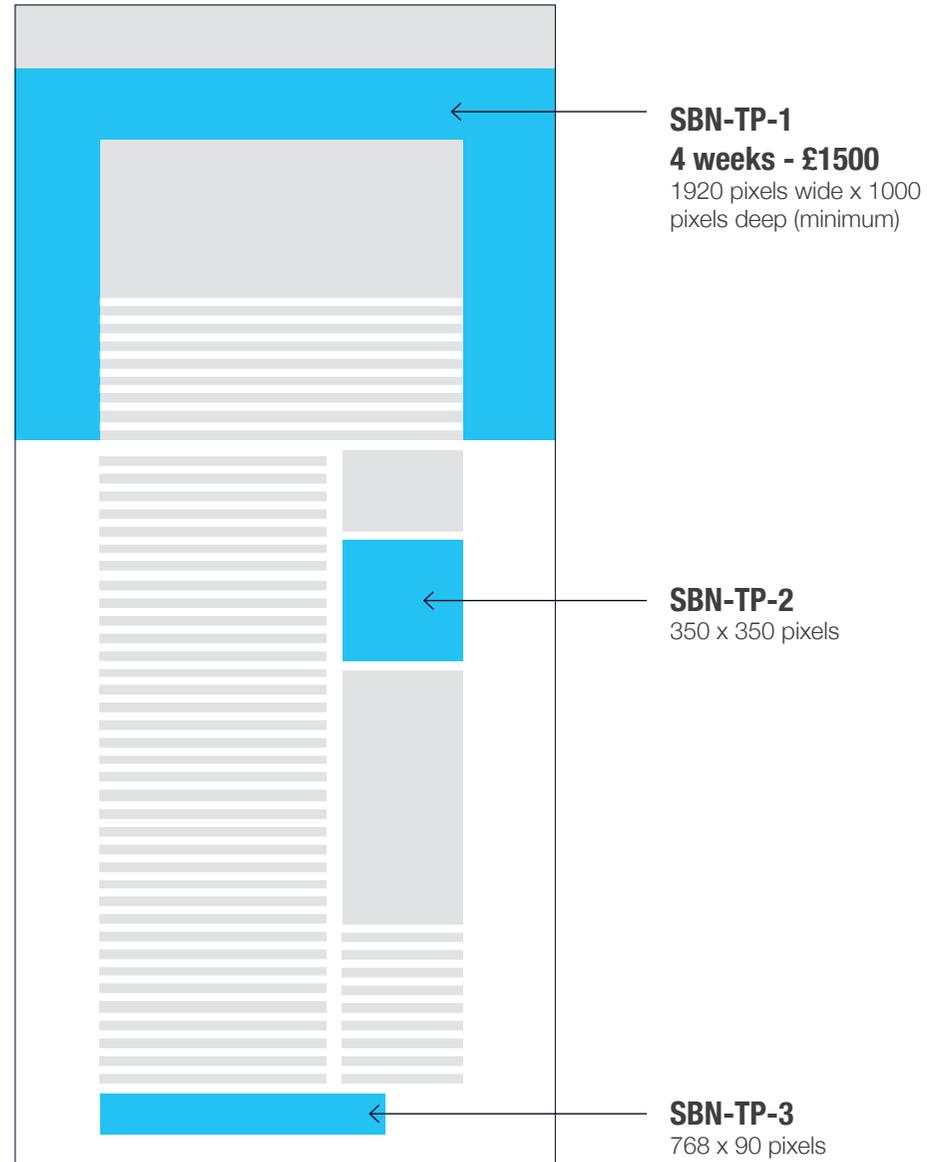
Takeover Page

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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