

# Scottish Construction Now Media Pack



# 2020



## Scottish Construction Now is the only daily online news service for Scotland's construction industry.

Since launching in January 2003, SCN's free daily newsletter and website has grown to a readership of over 73,000 people and a growing social media reach of over 11,000.

Scottish Construction Now readers are decision-makers. As well as surveyors, architects, engineers, contractors and property developers, we have a wide readership in the public sector among councils, housing associations and government bodies.

"I get inundated with emails and newsletters each day but the *Scottish Construction Now* newsletter is one that I always make time for as it's the perfect place to read all the main construction stories in Scotland. At SNIPEF, we know its reach first-hand as we have recently recruited a technical advisor thanks to a job advert on SCN."



**Fiona Hodgson**  
Chief Executive  
Scottish and Northern Ireland Plumbing  
Employers' Federation (SNIPEF)

**Alan Wilson**  
Managing Director  
SELECT



"In a crowded marketplace, the *Scottish Construction Now* newsletter stands out as a reliable source of all the latest industry updates. It's clear and concise, and provides an invaluable overview of our sector as a whole."

### Reach the readers who count...

- An unrivalled audience of over 73,000 readers in Scotland's construction industry and growing
- Read by surveyors, architects, contractors, engineers, property developers and in the public sector, i.e. housing associations, councils and government bodies
- Highly competitive advertising prices
- Advertisers can benefit from potential inclusion in sister publications *Scottish Housing News*, *Scottish Legal News* and *Scottish Financial News*, widening reach to over 230,000 professionals

# Advertising Rates

## Jobs

**£265 plus VAT** per week on the daily newsletter, shared on social media and displayed on the website.

## Tenders

**£265 plus VAT** per week on the daily newsletter, shared on social media and displayed on the website.

## Banners/Skyscrapers

1 Month	<b>£368 + VAT</b>
2-4 Months	<b>£342 + VAT</b>
5-11 Months	<b>£315 + VAT</b>
12+ Months	<b>£290 + VAT</b>

prices per month



**Representing parties  
in mediation?**

example banner (450 x 120 pixels)

## Box Ads

1 Month	<b>£158 + VAT</b>
2-4 Months	<b>£142 + VAT</b>
5-11 Months	<b>£132 + VAT</b>
12+ Months	<b>£105 + VAT</b>

prices per month



example (120 x 120)

## Sponsored Posts

**£265 plus VAT** for one week on the daily newsletter, social media and website, or **£400 plus VAT** for two weeks.

**To discuss any of  
your advertising  
requirements, please  
contact Jeff Anderson**

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