

Evening Express



2020 MEDIA PACK

About the Evening Express

The Evening Express is published six days a week and reaches more readers across our circulation area than any other newspaper.

Our News, Sports, Features, Editorial Production, Marketing and Advertising teams are based at Aberdeen Journals Limited's new headquarters in the heart of Aberdeen. Our reporters are assigned to cover areas across the north-east of Scotland, from Elgin to Montrose and Fraserburgh to Ballater.

The teams are also responsible for creating a portfolio of supplements across the week, including our lifestyle magazine Society, entertainments pull-out Seven, historical picture gallery The Aberdonian and the Green Final sports section.

The title's website www.eveningexpress.co.uk is also the most-read local news website in the north-east.

Columnists include Moreen Simpson, Scott Begbie, Frank Gilfeather, Scotland international Rachel Corsie and Aberdeen Football Club legends Willie Miller and Joe Harper.



Scott Begbie



Frank Gilfeather



Joe Harper



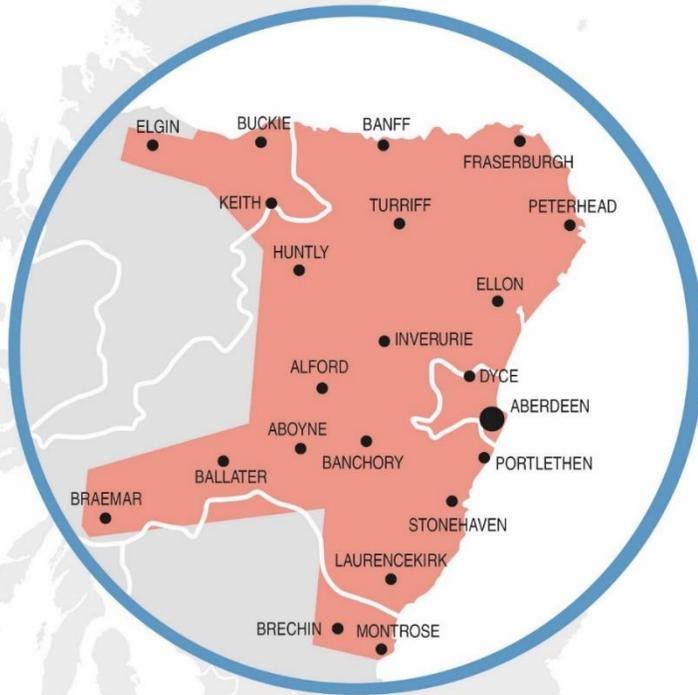
Moreen Simpson



Willie Miller



Every month, the Evening Express reaches **72%** of adults in Aberdeen, more than any other newspaper.

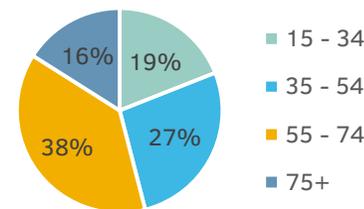


Circulation
16,000+

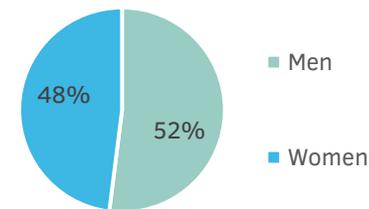
Monthly Reach
(Print and Digital)
277,200+

Monthly Print Reach
90,900+

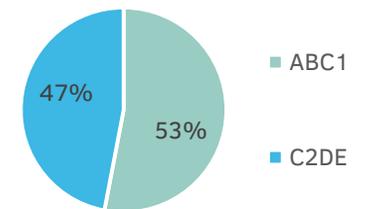
Age Group



Gender



Social Grade



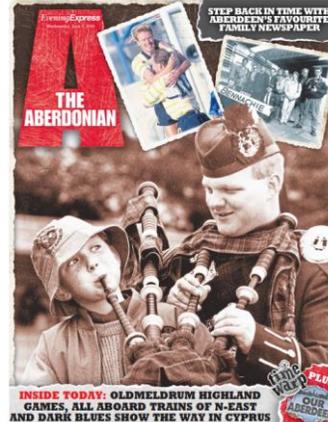
Source: JICREG 07/09/2020; ABC Jan – Jun 2020

Print Opportunities

*Evening***Express**



Aberdeen Citizen
Picture Supplement
Every Monday



The Aberdonian
History Supplement
Every Wednesday



Society
Lifestyle Supplement
Every Thursday



At Home
Property Supplement
Every Friday

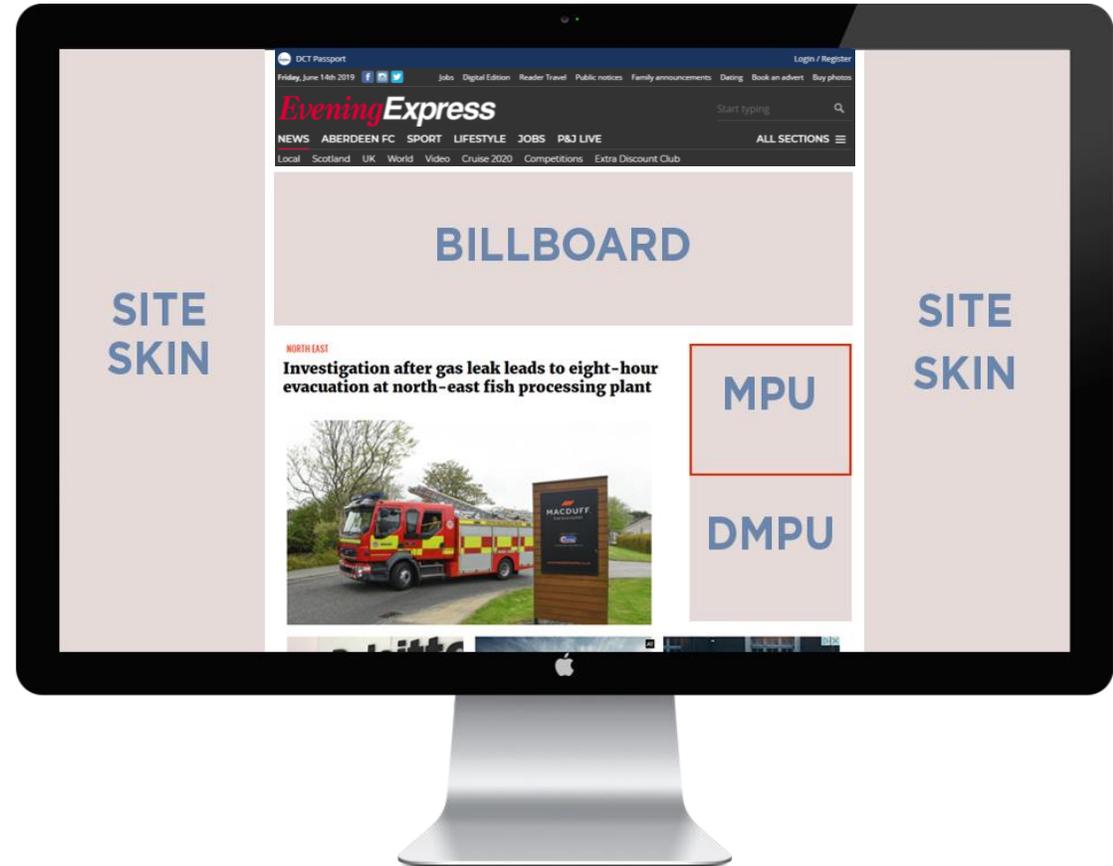


Seven
Entertainment Supplement
Every Saturday

Digital Opportunities

Various ad slots appearing alongside trusted news content across our websites will share your messages with the audience most receptive to your brand.

1.3M+ Monthly Website Users
118,100+ Facebook Likes
34,000+ Twitter Followers



Source: Google Analytics (October 2020); Facebook as of November 2020

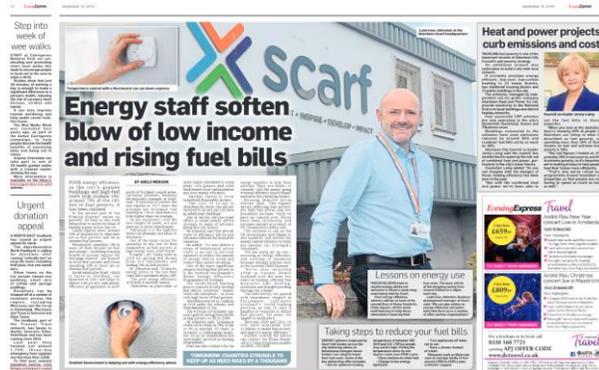
Other Services

Content Marketing

Written by our experienced team of journalists, content marketing looks and feels like the surrounding editorial of the page and is a great way to showcase your expertise or perspective on a complicated subject.

This type of content is of high quality, relevant to your target audience, engaging, shareable and trustworthy amongst our credible brands.

Compared to traditional print adverts, content marketing within our titles scores 38% higher in reader engagement.



Is your website mobile responsive?

61% of users will not return to a mobile website if they had trouble accessing it.

Having your website optimised for different screen sizes increases the amount of time visitors will spend on your site and improves your rankings in search engines.

With packages starting at £499, our highly skilled digital team provides a one-stop-shop for mobile-optimised web design and can get your business online in just two weeks.

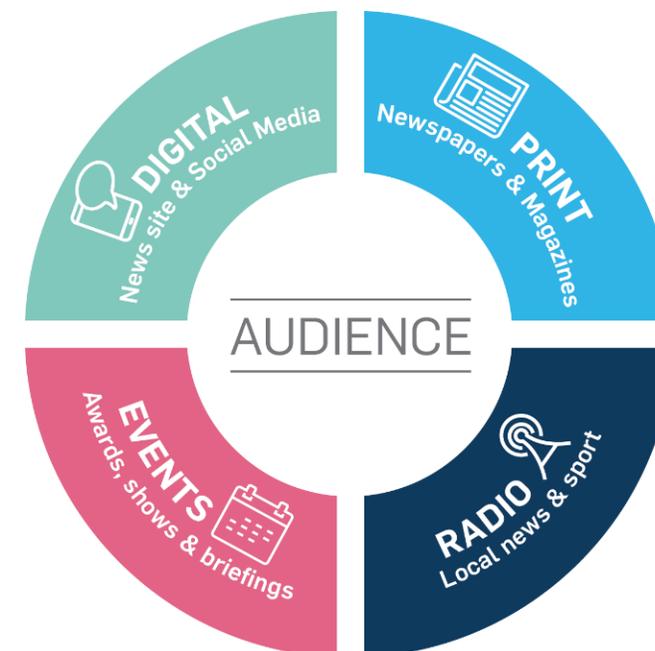
Prices subject to both VAT and a monthly service charge. Source: RAMetrics: DC Thomson Reader Panel

About DCT Media

*Evening***Express**

The Evening Express is part of the DC Thomson Media group and serves distinctive content throughout Aberdeen and the north-east, the centre of North Sea oil and gas activity.

Our newspapers have been providing readers with breaking news for more than 272 years and our readers have a strong connection with our brands.



100%

family-owned

16m

magazines sold every year

5

daily, evening and Sunday newspaper brands

4

radio stations, making DC Thomson Media the largest Scottish owned radio group

272

years since we first published a newspaper

*Evening*Express

Stephen Flight
Regional Head of Sales

Email: sflight@dctmedia.co.uk
Tel: 07740 858011