

THE COURIER

Local Matters



2020 MEDIA PACK

About The Courier

THE COURIER

The Courier has been serving the people of Tayside and Fife for more than 200 years.

The Courier is the second biggest selling regional paper in the UK and in this part of the country it's the dominant media brand, in print, online and on social media.

Six days a week The Courier serves its communities with international, national and, most importantly, local news, politics, business, sport, farming and features.

Daily, the newspaper produces three geographical editions: Perth and Perthshire, Fife, Angus and Dundee. Multiple page changes are made each night to reflect the local content and the front and back pages are editioned each evening.

Alongside the core paper The Courier produces five weekly supplements and two magazines. The title also has regular special-topic magazines such as Business Matters, Health Matter and Beautiful Homes and produces bespoke one-off magazines to celebrate or commemorate events as and when they happen.

The Courier is on sale Monday to Saturday.



Alex Bell



Jenny Hjul



Jim Spence

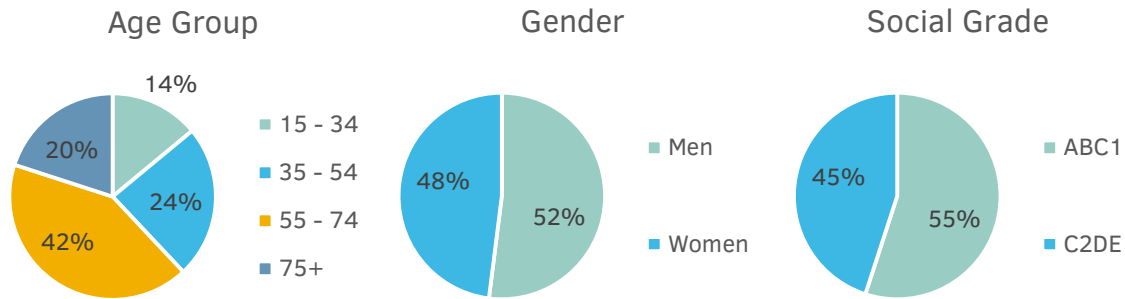


Eve Muirhead

Local Matters

About The Courier

Every month, The Press and Journal reaches **57%** of adults across Tayside and Fife, more than any other newspaper.



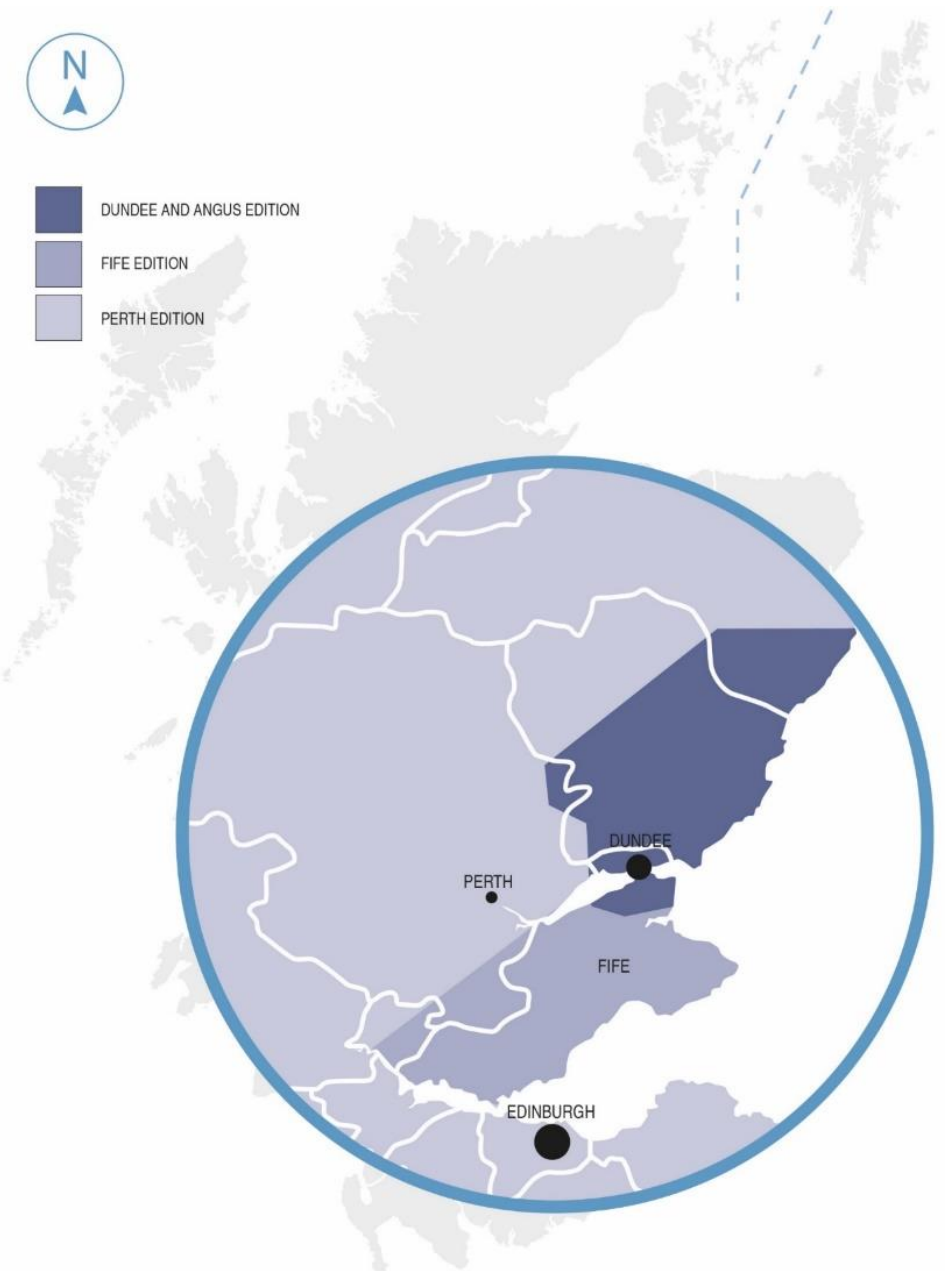
Circulation
28,900+

Monthly Reach
(Print and Digital)
412,500+

Monthly Print Reach
151,900+

Local Matters

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



Print Opportunities

THE COURIER



Business Matters
Business Supplement
Last Tuesday of Every Month



Motoring
Motoring Supplement
Every Wednesday



House & Home
Property Supplement
Every Thursday



What's On
Local Entertainment
Every Friday



Beautiful Homes
Property Supplement
Last Friday of Every Month



Health Matters
Health and Lifestyle Supplement
Quarterly



Weekend
Lifestyle Magazine



The Menu
Food and Drink Magazine



The Sport
Sport Supplement



Farming Matters
Agricultural Supplement

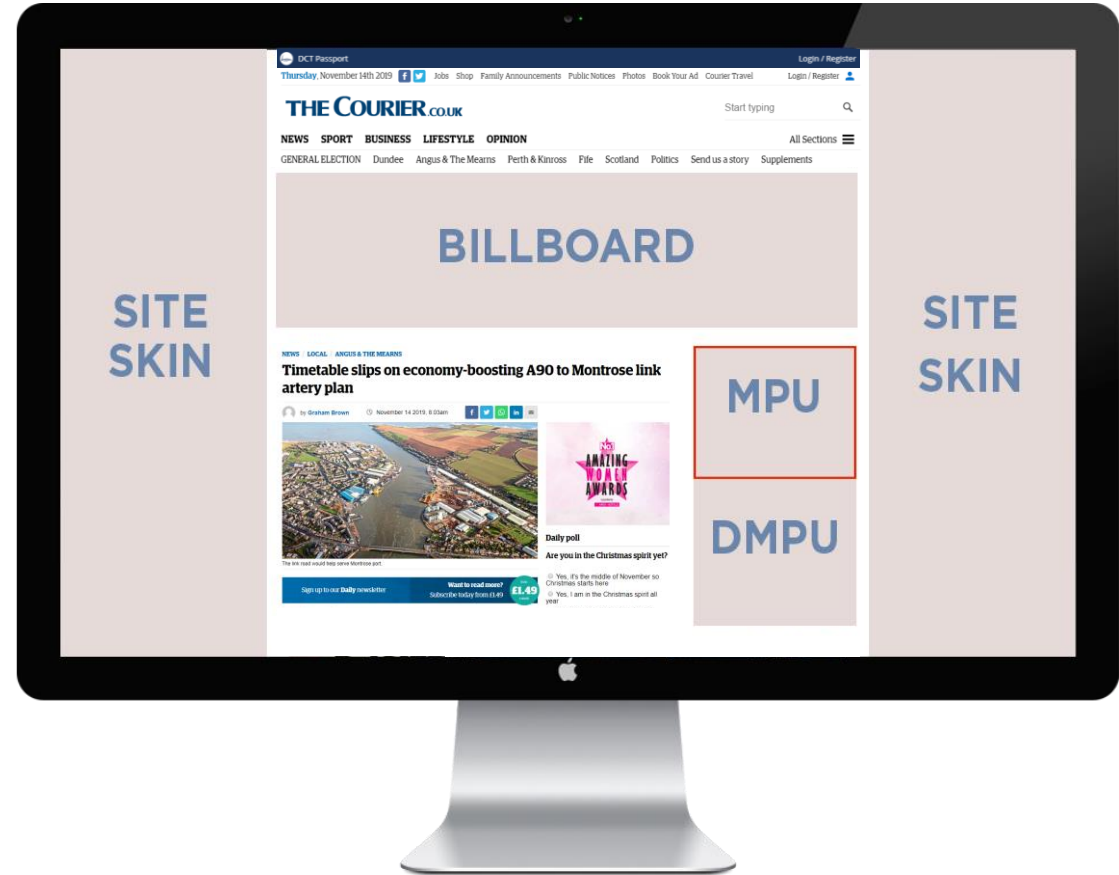
Local Matters

Bumper Courier – 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.

1.2m+ Monthly Website Users
63,400+ Facebook Likes
47,000+ Twitter Followers



Local Matters

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.

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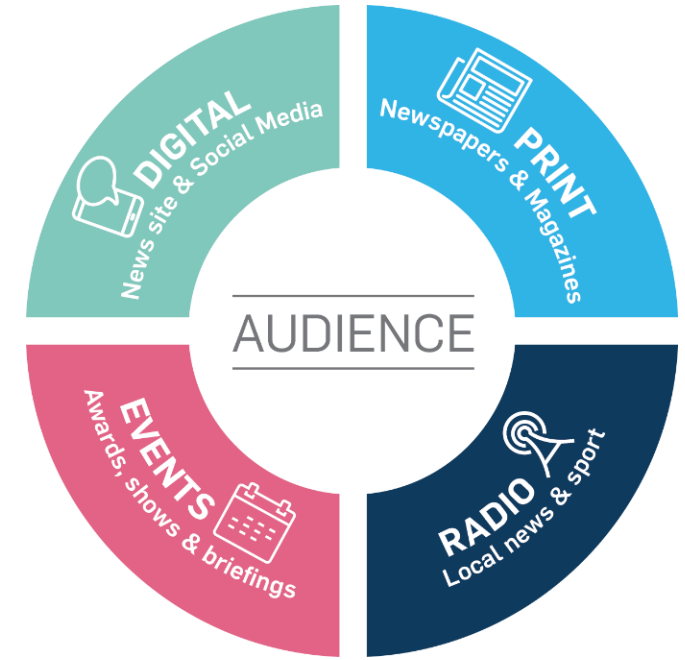
Prices subject to both VAT and a monthly service charge. Source: RAMetrics: DC Thomson Reader Panel

About DCT Media

The Courier is part of the DC Thomson Media group and serves distinctive content throughout Angus, Tayside and Fife.

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

THE COURIER



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

Local Matters

THE COURIER

Local Matters

Linda Ruxton
Regional Head of Sales

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