

From the heart. To the point.

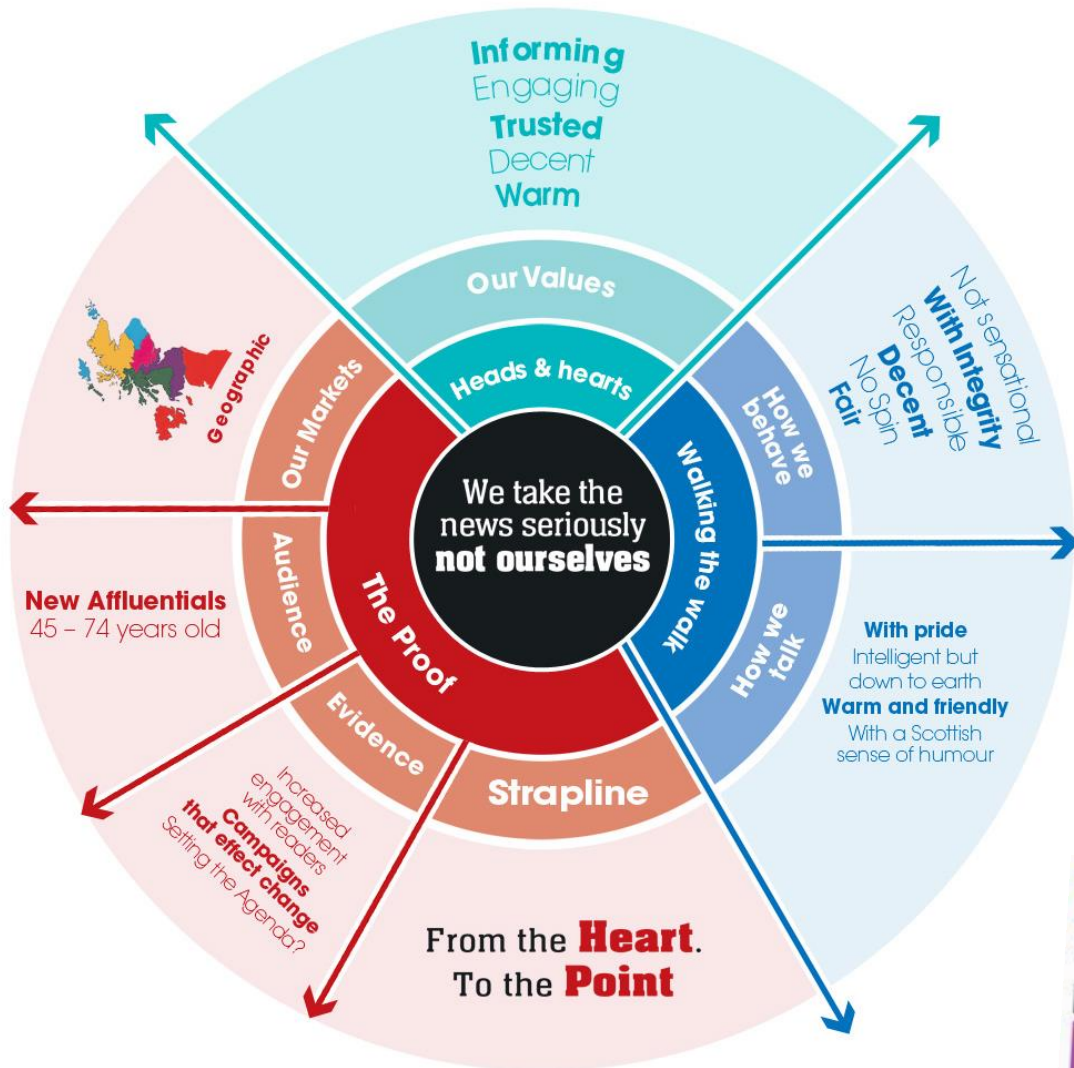
SUNDAY POST

Scotland's 100 year old
Family Newspaper



GLEBE STREET

Who we are...



Heads & Hearts

From the heart. To the point.

SUNDAY POST

is much loved, with a unique personality.

"It was my mum, she read the Mail and The Post – it's just a tradition!"

C1C2 Glasgow



Traditions, family fun,
safe read, passing down
the generations

Light hearted,
feel good,
uplifting



"Easy read when I'm
at my in-laws'!"

AB Perth



"Just totally Scottish!"

BC1 Edinburgh

Scottish identity,
regional focus,
rural and city



Distinct audience

The typical Sunday Post reader is at the centre of the family unit

Our readers are mainly 45 – 74 years old. In the family unit, they are at the heart of many decisions and financially in a great position, getting to the end of constraints such as mortgages.

They are **AFFLUENT**

- Free from financial constraints of mortgages and with savings/investments value 28% greater than other Scottish adults
- 27% are holders of a final salary pension.

They are **INFLUENTIAL**

- Responsibility for elderly parents, relied upon by grown up children and grandchildren
- 50% of Scottish grandparents look after their grandchildren at least once a week
- 43% have helped their grandchildren financially



We call them the **NEW AFFLUENTIALS**

80%

Of the UK's wealth held by those of state pensionable age

New Affluentials



Travel

Almost one in five Sunday Post readers have spent 4 or more weeks away on holidays/short breaks in the last 12 months

On average, SP readers spent £1,432 each in the last year on holiday/short breaks – £301.5 million in total

Three times more likely to travel by cruise ship than other 45-74 year olds



Shopping

SP readers average spend on furniture in the last 12 months was 20% higher than 45-74 year olds overall

45 – 74 year olds are so important for retailers as they account for:

- 39% of all who have purchased floor coverings in last 12 months
- Over half of all expenditure on DIY materials
- 66% of all spend on garden appliances
- 4 in 10 of all tablet computer owners

Finance

This age group are actively involved in personal finance:

- 48% have opened a savings account in the last 12 months
- Account for more than half of adults owning 3 or more saving accounts
- Make up two thirds of all stocks and shares owners in Scotland

Leisure

This group are the daytime customers of bars and restaurants!

They represent almost half of all Scots visiting a bar/pub for a drink or meal in the last week

Account for over a third of all people that visit coffee shops 2 to 3 times a week

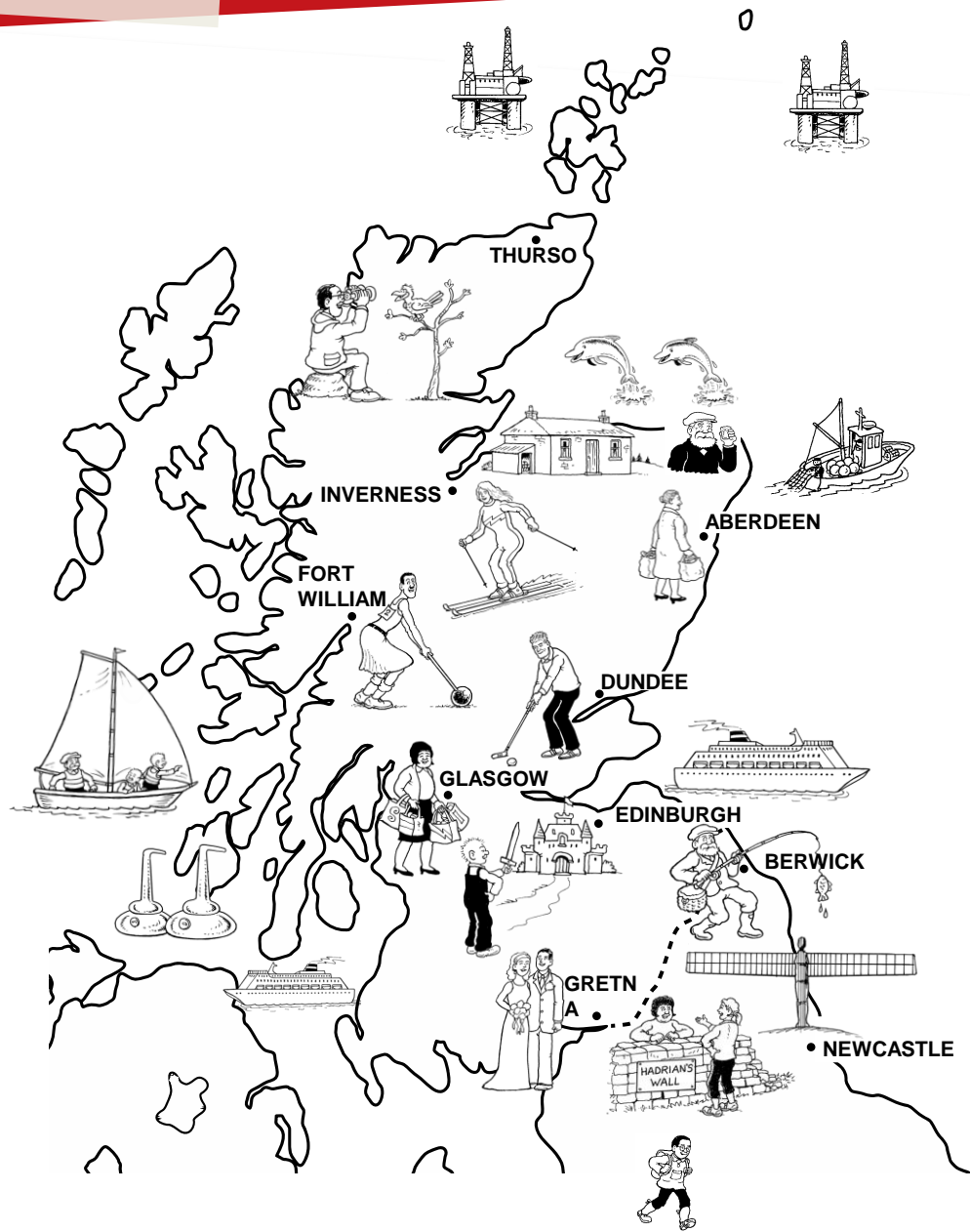
Almost 1 in 3 are regular restaurant users



Sunday Post circulation area

REGION	READERS	% READERSHIP
Highlands	20,000	4
Grampian	45,000	10
Tayside	62,000	13
Central	17,000	4
Fife	28,000	6
Lothian	45,000	10
Strathclyde	109,000	24
Dumfries & Galloway	12,000	3
Borders	15,000	3
North of England	87,000	19
Midland	5,000	1
London & South East	15,000	3
Wales & South West	1,000	0

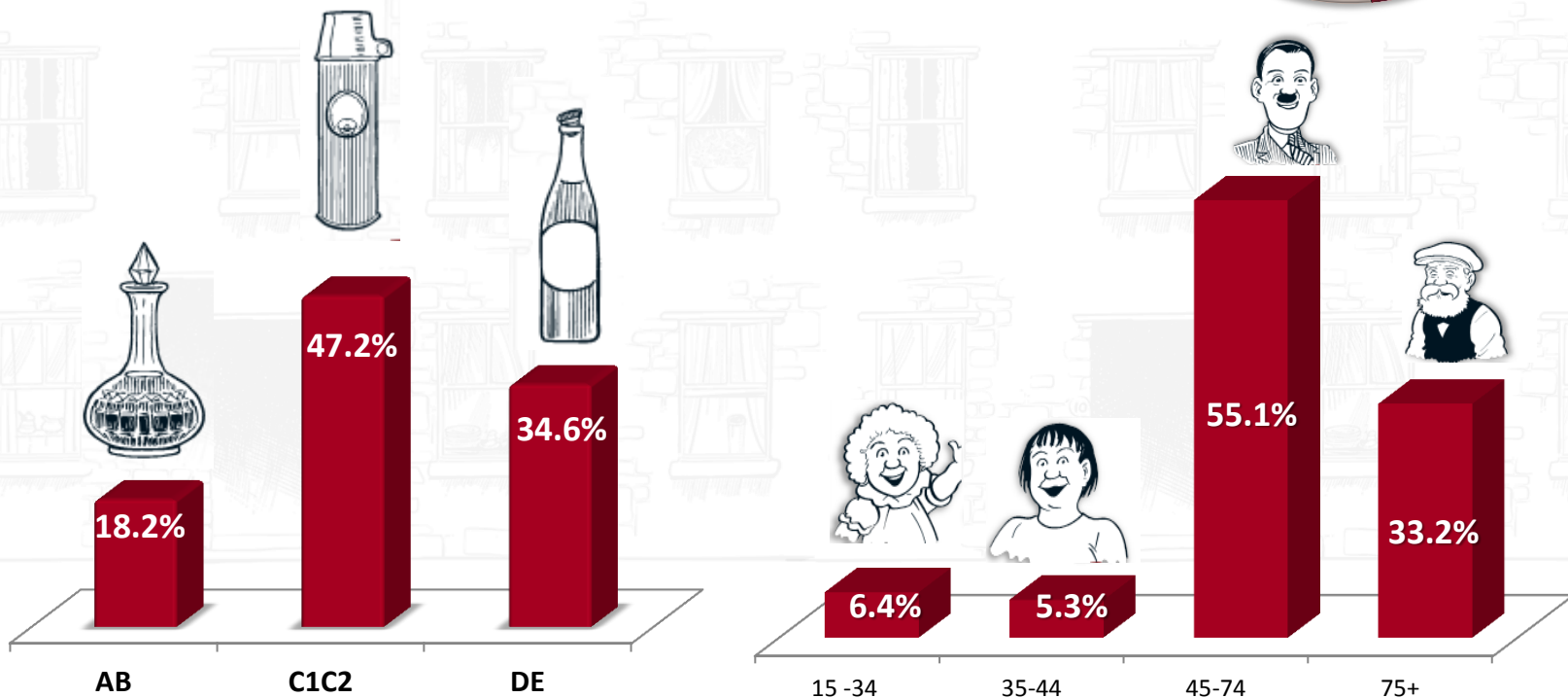
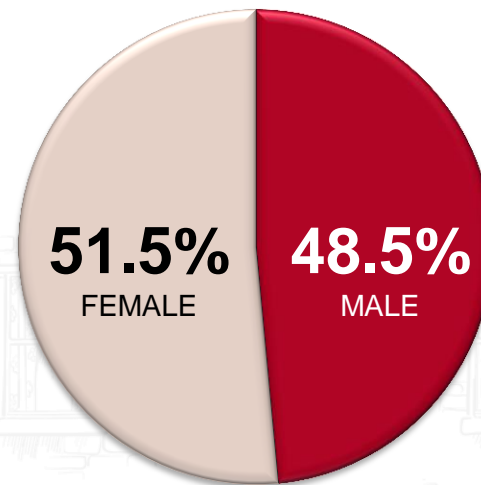
The Sunday Post offers representative coverage of the UK



Readership profile

SALES – 181,232*

READERS – 461,000

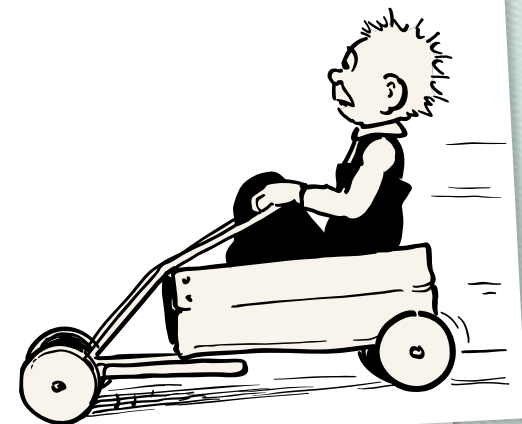


Constantly Evolving

The Sunday Post is constantly evolving its mix of Scottish, UK and World News and politics alongside comprehensive weekend sports coverage in the new Post Match pull out.



Weel kent Scots – Lorraine Kelly, Ross King and Donald MacLeod are regular Sunday Post columnists



Walking the Walk

SUNDAY POST

in10

MAGAZINE

Sunday October 12th brings the next stage in the evolution of the Sunday Post with the launch of In10 Magazine. In10 Magazine brings the best of Scotland...in 10...so 10 best buys; 10 places to spend the weekend and so on

Its all about helping our New Affluent readers live the life they love through a mix of content covering:

- Eating Out
- Holidays and Breaks
- Property, interiors and gardens
- What's On
- TV Listings
- Crosswords and Puzzles



Rate Card

Main Paper – ROP	
Full Page	£6,000
Half Page	£3,500
Fractional	£35.00 scc
Main Paper – Classified* - (Health & Wellbeing, Mobility/Motors/Home Shopping/Home Imps)	
Full Page	£4,000
Half Page	£2,350
Quarter Page	£1,350
Fractional	£20 scc
Lineage	£9.50 per line
Magazine – ROP	
IFC + OBC (Full Page)	£5,000
Run Of Mag (Full Page)	£4,000
Fractional	£35.00 scc
Magazine – Classified - (Travel/Property/Gardening Home Imps)	
Full Page	£3,000
Half Page	£1,800
Quarter Page	£1,100
Fractional	£15 scc
Lineage	£9.50 per line
All rates Exclude VAT	

Sunday Post readers

46%

own their home outright – disposable income free from mortgage payments

46%

are still working – almost half in full time employment

53%

have taken at least 2 holidays in the UK or Abroad in the last 12 months

Total savings & investments
£4 billion

75%

Have grandchildren

48%

of the Scottish population are aged 45 – 74

30%

of children aged 7-15 have holidayed in the last year with their grandparents

65%

Have taken holiday/short break within the UK in the last 12 months

Spent **£1.6 billion**

on holidays in the last 12 months – 59% of all Scottish spending

55%

of everyone in Scotland who attended a theatre performance in the last 12 months



Who to contact



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SCOTLAND

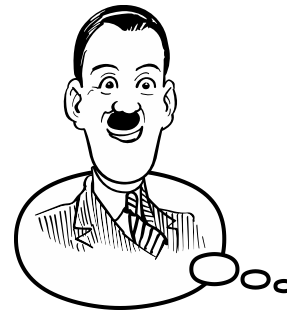


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We take the
news seriously
not ourselves