**DCTINSIGHT**
delivering knowledge, delivering value

# The Press and Journal

News Video Lifestyle Business Sport

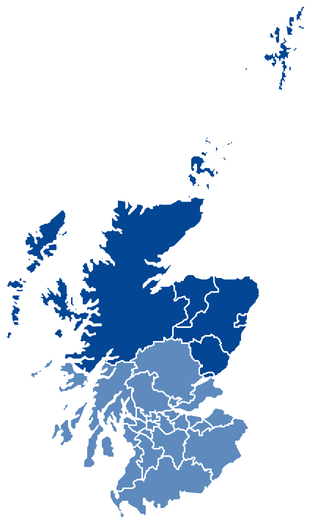
The Press and Journal
What a scorcher
Oil workers evacuated in platform blast alert
Don't just like your home... love it!

The Press and Journal continues to serve consumers the way they want to receive news, which means we still have the same size of audience that we had in 2008.

## The Newspaper

**With 6 editions, The Press and Journal ensures an extensive reach across the North of Scotland.**

In print The Press and Journal reaches more than **a quarter of a million** adults in the north of Scotland each week.



● The Press and Journal Circulatio...

● Scotland

**54,270**
Daily Circulation

**251,000**
Total Weekly Readership

**142,000**
Total Daily Readership (AIR)

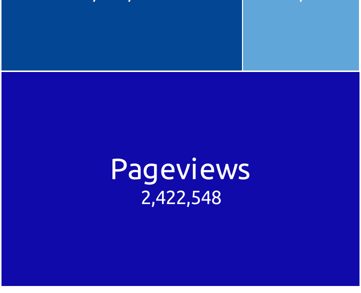
Source: ABC January - June 2016 (99.6% paid in full), NRS October 2015 - September 2016

## The Website

"Bringing news to you, anywhere, any time, The Press and Journal website is first with breaking stories in the North of Scotland.

With real-time updates from reporters across the country, in-depth analysis from industry experts and vibrant video and galleries, the www.pressandjournal.co.uk has it covered."

### Metrics



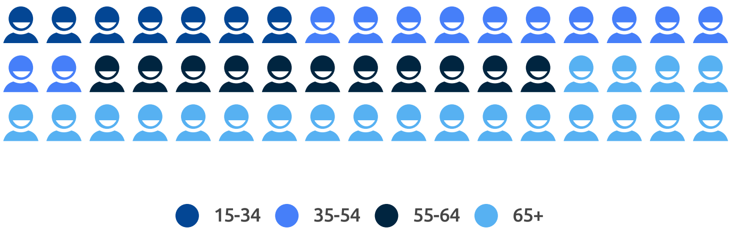
Source: Google Analytics December 2016

# Demographics

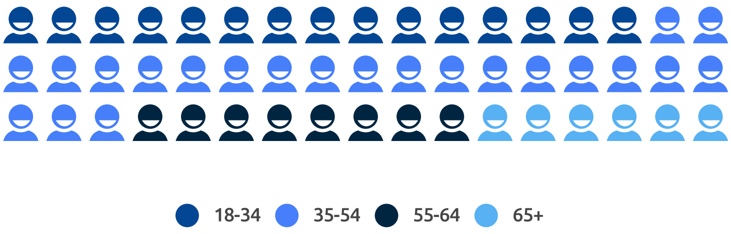
With 60% of our readers falling in the highest social grades, The Press and Journal has a **higher % of AB readers** (26%) than the: Daily Record, Daily Star and The Sun

## Age Breakdown

### Print

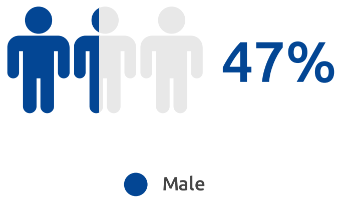


### Online

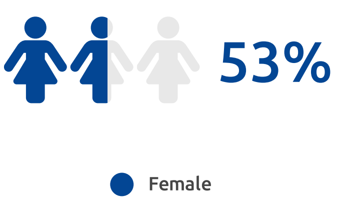


## Gender Split

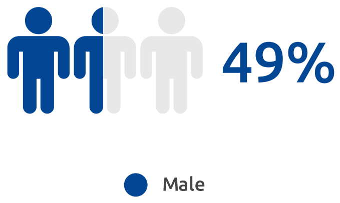
### Print



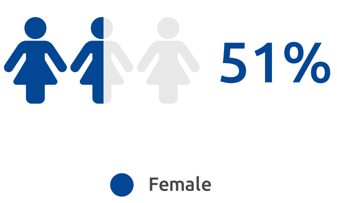
### Print



### Online



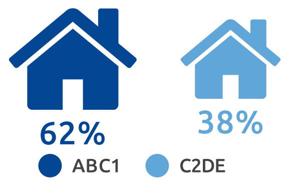
### Online



Source: NRS July 2015 - June 2016, Google Analytics December 2016

## Social Grade

### Population



## Mosaic Profile

**Print**
**(D) Rural Reality**
Householders living in inexpensive homes in village communities

**Online**
**(B) Prestige Positions**
Established families in large detached homes living upmarket lifestyles.

*(click on the titles to view mosaic group's profile)*

Source: NRS October 2015 - September 2016, Base: Scotland

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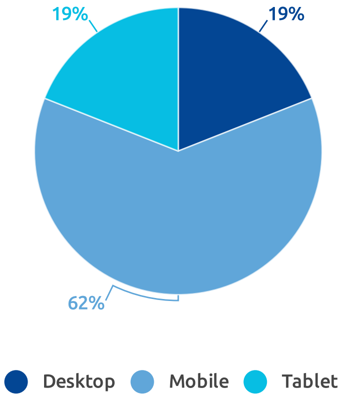
## Device Breakdown

### Sessions



## Social Media

43,875
likes

42,589
followers

1,751
followers

Source: Google Analytics December 2016

Correct as of 03/01/2017

# Video Content

Editorially lead, highly engaging video set in their own unique environment, video content on The Press and Journal website is very popular with our browsers, with 81% of our users watching the entire video. Including unique content such as Highland League coverage and baking with GBBO star Norman Calder - there is something for everyone.

All produced by a dedicated team in-house, video on The Press and Journal offers another platform to reach The Press and Journal's loyal audience.

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# Audience Engagement

**237,000**

Video views on
The Press and Journal website

## Group A

**81%**

● Complete video views