



# THE SCOTSMAN



# SCOTLAND IS CHANGING

The referendum and the commonwealth games have helped push Scotland forward on the world stage making the people of Scotland more confident and outward looking

Populus Quantitative & Qualitative Research Study 2015



  
**THE SCOTSMAN**



# THE NEW SCOTTISH AUDIENCE

Smart and politicised, with energetic, strong and well thought out opinions

**They are digitally savvy**

The referendum has made people hyper-aware of news sources pushing their own agenda

They don't want to be told what to think but seek a variety of views to help them form their own view

They want a title to represent every viewpoint, not push them towards accepting its point of view



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# SCOTLAND'S NEW NEWS NEEDS

Their Scottish news needs are underserved by the UK national press. There's a sense that UK-wide sources have lost interest in Scotland post-referendum.

Much of the fall-out has been centred on how the new political landscape will affect people in London or the parties at Westminster - not Scotland.

# THE SIZE OF THE OPPORTUNITY

People in Scotland believe UK national titles under serve them with Scottish national news. They're interested in what's happening in Westminster or other parts of the UK, but hungry for Scottish news that is poorly served by many UK-wide outlets

**422**

LOCAL  
TITLES

**4**

REGIONAL  
TITLES

  
THE SCOTSMAN

SCOTTISH  
CONTENT

**18**

NATIONAL  
TITLES

# WE ARE CHANGING

As a leading, indigenous, Scottish content provider, we're creating more Scottish focused content to meet audience demands. All on a **fresh** mobile-first, multimedia, fully **responsive** platform, powered by vibrant content and designs, going live in September





# The New Content Plan

## News

New tone, geo and topic linked with in-depth analysis, quick digests and soundbites



80% of our audience want us to include local as well as national coverage included to bridge the Scottish news needs gap

## Lifestyle

Short and long reads, guides and lists



Over two thirds of our audiences told us they want Lifestyle content  
We'll increase article count by x10 to 30 per day

## Sport

More real-time content as well as authority and opinion



A favourite topic for around a fifth of our audience, our comprehensive sports coverage will become more dynamic and interactive

## Heritage

Refreshed, evergreen content with contributions from authoritative partners



A daily article upload plus three major picture based uploads per week

## Business

A focused content plan aligned with commercial



Doubling our daily article count from 20+ contributors

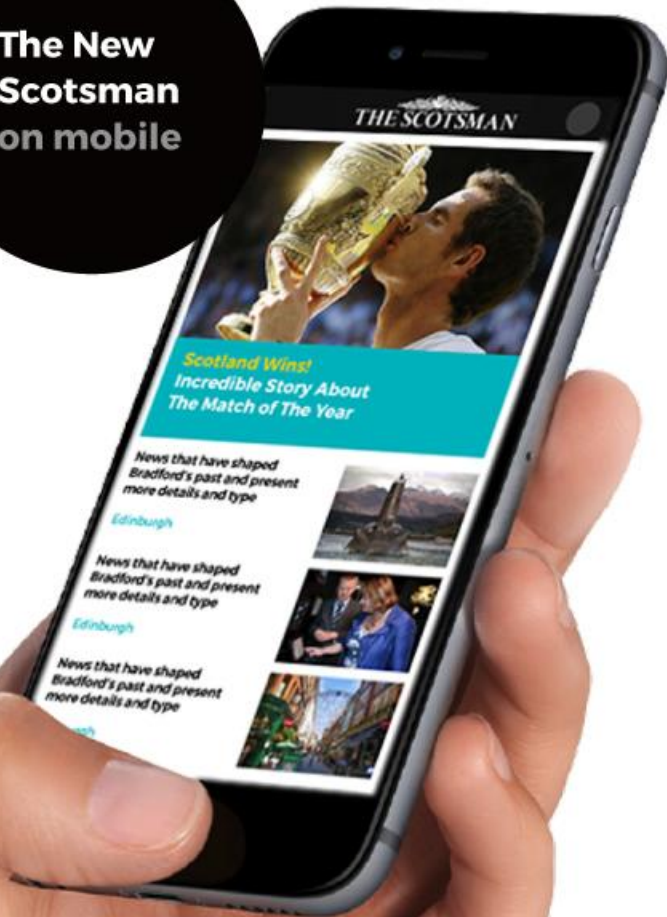
# THE NEW SCOTSMAN.COM

...is a Scotland-wide, interconnected, multi platform and dynamic website pulling content based on geography and topic, into existing and emerging content streams.





**The New  
Scotsman  
on mobile**



**New iPhone, Android and tablet app that surfaces mobile-relevant content**

**Alerts and notifications in app that present the pulse of the latest news**

**With separate applications for key cities to come and for top channels**

A beautifully crafted new print offer designed to complement digital and reflecting the modern, aspirational and dynamic elements of emerging Scotland

Business - 8 pages every Thursday with greater focus on Scottish SMEs, start-ups, tech, law, international trade, blue chip Scotland and big data

Print re-designs include an expanded Business section and new weekend magazine as well as a focus on our new channels - Giving Back, Future Scotland, We know Scotland and Heritage

The New Scotsman in print



# THE SCOTSMAN TODAY

Well known, traditional national news brand with a loyal audience built upon years of quality journalism across its print and digital platforms - but Lothian centric

This number is more than 4 times higher than there are travellers per day passing through Edinburgh airport.



Readers Combined

The Scotsman and  
Scotland on Sunday



Unique Users

**9.4 million**

Page Views<sup>2</sup>



Users on mobile<sup>2</sup>

**5.4 million**

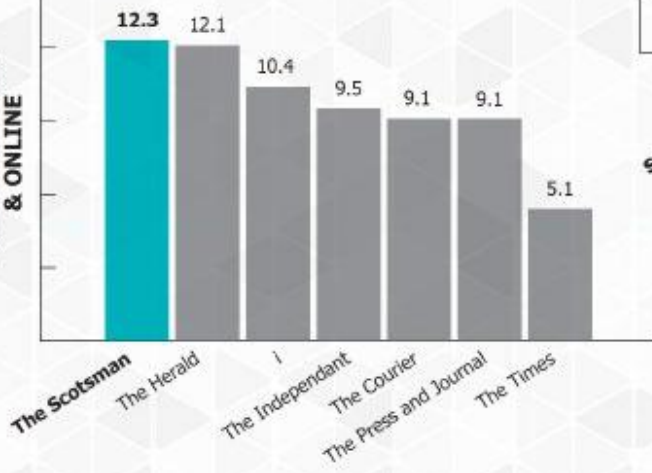
Page views<sup>2</sup>



# LEADING INDIGENOUS QUALITY SCOTTISH NEWSBRAND

%  
REACH OF  
POPULATION

COMBINED PRINT  
& ONLINE



%  
REACH OF  
POPULATION

ONLINE



Source: NRSPADD June 2014 - June 2015

# IAN STEWART EDITOR

“The people of Scotland are passionate about what is going on in their country. The Scotsman offers a range of insightful opinions, new perspectives and lively debates about everything that matters to Scotland. Incisive, thought provoking and stimulating, The Scotsman is Scotland’s dynamic national news platform, reflecting the vibrancy and diversity of modern Scotland and its people.”

