

# Evening Telegraph

Dundee Born and Read



The best selling newspaper in Dundee!

# Evening Telegraph

is the best selling newspaper in Dundee!...

1st Edition **Evening Telegraph** Dundee Born and Read  
Thursday, January 26, 2012 No. 4148-1 4pp

**Brown says he'd love to have Gavin at Pittodrie » page 40**

## NEW BOOST FOR V&A

**Willon on way back to form**  
Dundee United boss Peter Houston believes defender Willon Flood is on his way back to form. Flood made a return to the pitch after missing 100 days due to a knee injury.

**Drivers face new camera**  
Dundee's first permanent speed camera could be installed on the city's busy Arbroath Road.

**Local » p16**

### Scottish government pledges another £1.75 million for scheme

By Philip Sims  
Dundee's V&A vision received a step closer to becoming a reality today when the Scottish Government announced a £1.75m cash boost.

The money brings the total Scottish Government support for the project — to create a regional museum on the central city site — to more than £10 million. The Dundee Heritage Trust said the extra cash will allow it to purchase the site and build the new museum building.

**See story page 2**

**WRB GAS**  
T: 01382 294830

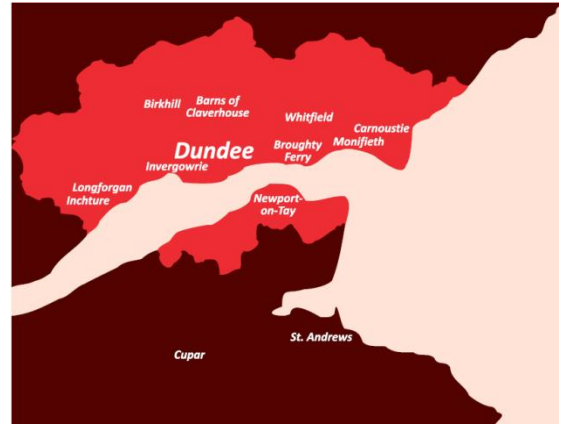
UTILITIES ARE NOT AS SIMPLE AS WE USED TO THINK.  
Avoid expensive repairs by using our COLLECT & REPAIR service. You'll enjoy 24-hour Emergency Response, Annual Boiler Service, Free Energy Advice.

**Reduce your gas bills**  
We offer a **7 YEAR WARRANTY** on all new CDI and SE WORCESTER boilers.

# Evening Telegraph

is published Monday to Friday in two editions throughout the day to ensure it carries breaking news.

The paper addresses local issues in Dundee on a daily basis as well as covering national and international news, including all sports, entertainment and lifestyle in Dundee.



## Advertising opportunities

Throughout the year The Evening Telegraph offers the advertiser specific platforms, in the many seasonal, specialist and themed features and supplements targeted to meet their business needs.

Available are private features - new openings, refurbishments, moving premises.

## Advertising contacts

Contact Alison Edwards 01382 575667, email [aedwards@dcthomson.co.uk](mailto:aedwards@dcthomson.co.uk),  
Mediaforce: 020 7583 2100 (London), 0161 828 8500 (Manchester), 0131 555 7400 (Edinburgh).  
Inserts Advertising: John Craig 01382 575196, email [jcraig@dcthomson.co.uk](mailto:jcraig@dcthomson.co.uk),  
Page Planner: Alison Duncan 01382 575183, [alduncan@dcthomson.co.uk](mailto:alduncan@dcthomson.co.uk)

The Evening Telegraph reaches more households in Dundee than any other newspaper.

# Evening Telegraph

sales:

**16,855\***

99.8% Paid 

readers:

**Average Issue  
Readership  
27,000**

**Weekly  
readership  
64,000**

## Daily Life Platforms

Each day The Evening Telegraph will feature a page of puzzles and horoscopes as well as a two-page letter spread entitled Your Voice. It also contains a Life feature platform as follows:

**Monday** – Fashion

**Tuesday** – Health

**Wednesday** – Eating out - featuring takeaway and restaurant reviews

**Thursday** – Music and entertainment guide

**Friday** – Dundee Life - featuring fantastic pictures from readers' nights out and parties.

**Friday** – Expanded Weekend supplement featuring more TV news, cinema and shortbreaks.

## A bigger, better, brighter read

- Full colour
- Bolder, brighter, fresher design
- Daily Life platforms
- 40 pages minimum
- New masthead and brand message – Evening Telegraph: Dundee Born and Read
- Revamped and expanded Weekend entertainment guide



Source: \*ABC Jul – Dec 2015 – 99.8% Paid.  
DCT Newsbrands 2015 (Ipsos Media)

# Demographics

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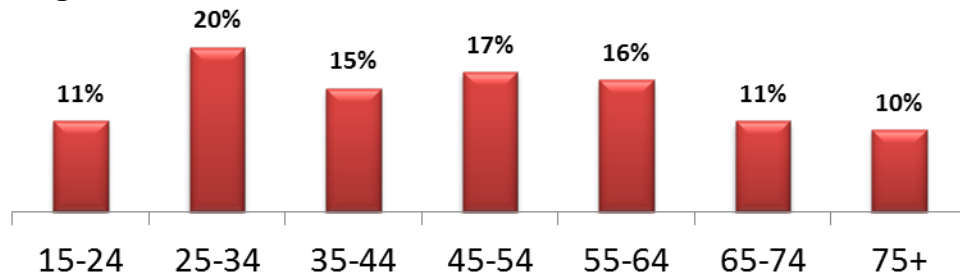
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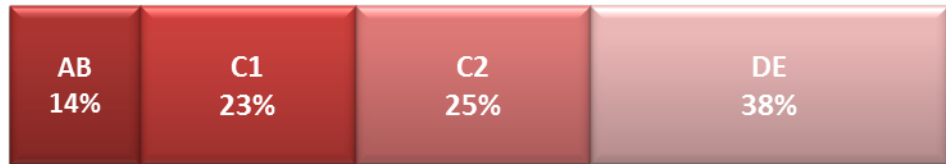
## Our readers in detail

The Evening Telegraph is read by all age groups with 3 in 5 readers being aged under 54. Almost half of readers are social grade C1C2. Over half of readers are married/living with a partner and they are more likely to rent their home. 47% of readers are working.

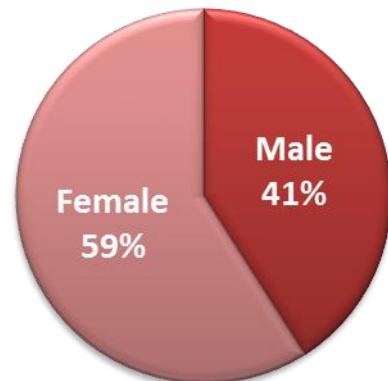
### \*Age:



### \*Social Grade:



### \*Gender:



The Evening Telegraph  
appeals to  
a diverse group of  
readers.

Source: \*ABC Jul – Dec 2015  
DCT Newsbrands 2015 (Ipsos Media)  
\*1+ weekly readers of Evening Telegraph

# Sales

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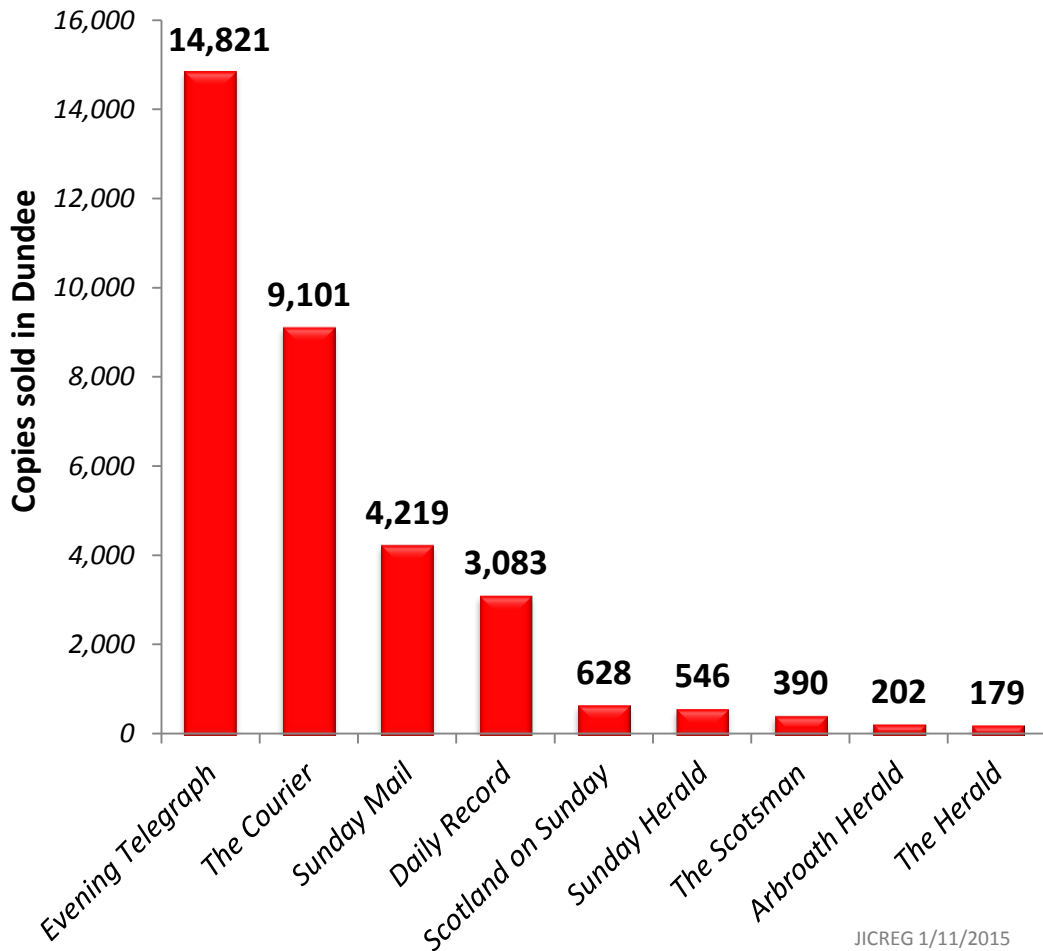
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## Reaching Dundee

The Evening Telegraph sells 16,223 copies in Dundee every day. It reaches 20% of households in the area, more than any other daily newspaper.

### Sales in Dundee



JICREG 1/11/2015

Evening Telegraph is the best selling newspaper in Dundee.

Source: \*ABC Jul - Dec 2015  
DCT Newsbrands 2015 (Ipsos Media)  
\*1+ weekly readers of Evening Telegraph

**Evening Telegraph**  
Dundee Born and Read

# Attitudes

sales:

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**Weekly  
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## The local community

The Evening Telegraph prides itself in being at the heart of the community. The paper addresses local issues in Dundee and the surrounding area on a daily basis.

## Adults in Dundee agree that...

“... local campaigns are important to me”  
(44,000 adults agree)

“... local newspapers have a large part to play in campaigning  
and local issues”  
(62,000 adults agree)

## Evening Telegraph readers agree that...

“... I am proud to live in this area”

“... I'm interested in local issues”

“... I have a strong sense of community”

“... I like to be first to know what's going on in the area”



49,000 of Dundee adults agree that the Evening Telegraph keeps them in touch with what's going on in the local area.

Source: \*ABC Jul - Dec 2015

DCT Newsbrands 2015 (Ipsos Media)

\*1+ weekly readers of Evening Telegraph

**Evening Telegraph**

Dundee Born and Read

# Rates & Mechanical Data

## Display Rates (effective July 2010)

Full Page	335mm x 7col	£1700.00
Half Page	165mm x 7col	£850.00
Trade Display Single Column CM	Min size 3 cm x 1col	£7.50

Full/Spot Colour rates on application, No series rate, 20% VAT rate applicable, All rates based on full display

## Classified Rates (effective July 2010)

Classified Rates Vary	Up to £10.00
Property & Recruitment supplements are available in conjunction with The Courier	

Advertising sponsorship packages available - Prices on application



## Mechanical Data

Column Widths ROP			
1	34mm	5	184mm
2	71mm	6	221mm
3	109mm	7	259mm
4	146mm		

Column Widths CLASSIFIED			
1	30mm	5	165mm
2	62mm	6	193mm
3	95mm	7	226mm
4	128mm	8	259mm

## Copy and cancellation deadlines

**Classified run on adverts** – 5pm day preceding publication (3pm Friday for Monday).

**Classified semi display adverts** - 5.00pm 2 days preceding publication.

**Intimations** - 5pm day preceding publication.

**ROP and display advertisements Mono** – 5 p.m. 2 days preceding publication (3 p.m. Friday for Monday).

**ROP and display advertisements Full/Spot Colour** – minimum 5 working days preceding publication date.

**Cancellations** – 5 days preceding publication date.

### Conditions of acceptance

All advertisements are accepted conditionally upon being approved, and if not inserted any monies paid will be refunded. While every effort will be made to insert advertisements at the time specified, no guarantee can or will be given for such insertion and no liability will be accepted for omissions or inaccuracies, or for any consequence arising there from, or for damage to or loss of any material supplied. The Publishers reserve the right to alter, modify, suspend or cancel any advertisements at any time without notice. No responsibility is taken for any mishap in the handling of Box Number replies. Advertisements are accepted only on condition that the advertiser warrants that the advertisement does not in any way contravene the provisions of The Trade Descriptions Act, 1968, or the Business Advertisements (Disclosure) Order, 1977, or the Consumer Credit Act, 1974, and complies with the British Code of Advertising Practice. The placing of an order shall be considered as acceptance of these conditions.

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