



The Gaudie

**Media Pack
2021/2022**



Tradition

The Gaudie has a long tradition of quality student journalism. Named by *The Guardian* as the oldest student publication in Scotland, *The Gaudie* has been engaging with the population of the University of Aberdeen since 1934.

Over the years, *The Gaudie* has had inspired student journalists, a large number of which have applied the same caliber of writing to national publications as they did with *The Gaudie*. Additionally, *The Gaudie* has been highlighted for their work in journalism by numerous outlets, including the BBC.

At *The Gaudie*, we wish to use our history as a standard to set against our current paper, making sure we maintain the same levels of quality and innovation as our predecessors.

Readership

The Gaudie has a run of 700 papers every fortnight within term time at the University of Aberdeen. Additionally, the digital copy of the paper garners approximately 300-500 impressions per edition. This readership does not include the large number of views our website ‘gaudie.co.uk’ receives, or the impressions we receive on our social media platforms.

The Gaudie can be collected for free on many locations within the University of Aberdeen, including the Forresterhill Campus and at the Hillhead halls. Additionally, *The Gaudie* can be found in numerous locations across the city, including Belmont Filmhouse and Books & Beans.

Innovation

The Gaudie continues to innovate and finds new ways to allow for advertisers to promote themselves. Over the past year, *The Gaudie* has launched a new podcast which pulls in hundreds of listens per episode. Additionally, *The Gaudie* has taken on several new members for the social media team, making each platform more active and helping to gain followers at a rapid rate.

This year, you will be able to upgrade your web advertising to an Internet bundle, giving you more promotion for a cheaper rate. With students back on campus, now more than ever is the time to advertise online or in the paper with *The Gaudie*.



At *The Gaudie*, we pride ourselves on innovation, with each year and each wave of editors bringing refreshing new ideas to the paper.





Advertising Options

Newspaper Printing

Print Ad Size	Press Dimension	Price (£)
Full Page	270 x 317	400
Half Page	270 x 158	250
Quarter Page	135 x 158	80
Quarter Page Front Cover	135 x 158	150
Full Page Editorial	270 x 158 (1900 words)	450
Half Page Editorial	270 x 158 (800 words)	300
Quarter Page Editorial	135 x 158 (300 words)	100

Online Advertising

Ad Format	Quantity	Price (£)
Web Advertising	Weekly	60
	Monthly	130
Social Media	One Post	40
	Three Posts	100
Podcast Sponsor	One Episode (30 seconds)	25
	Three Episodes (30 seconds)	50
Internet Bundle	Weekly / One Post	100
	Monthly / Three Posts	200

Social Media bundle includes a post on Facebook, Instagram (both @thegaudie and @gaudieiv), and Twitter. When purchasing a Social Media bundle, you select when the advert(s) goes live.

A weekly purchase of the Internet Bundle includes one social media post, one sponsor slot on the podcast, and your advert featured on The Gaudie website for a week. A monthly purchase of the Internet Bundle includes three social media posts, two sponsor slots of the podcast, and your advert featured on The Gaudie website for a month.

Negotiations can be made for repeat business and deals can be met with student-minded corporations and organisations.

Contact Us

We would love for you to get in touch with us with any queries or requests. We are happy to have a chat!

Our email addresses:

Editor-in-Chief: editor@thegaudie.com
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You can also contact us via social media.

Twitter: @thegaudie
Facebook: /thegaudie
Instagram: @thegaudie or @gaudieiv

