

HOLYROOD

POLITICAL ENGAGEMENT

Connecting you to decision-makers
at the heart of Scottish politics

Scotland's only specialist political title

Holyrood magazine is the only media title dedicated exclusively to Scottish politics – making it the indispensable resource for MSPs, MPs, public servants, and the influencers who shape Scotland's future.

From the Scottish Parliament chamber to Westminster offices, *Holyrood* is the award-winning, trusted voice that politicians and campaigners turn to first.

**AWARD
WINNING:**

COLUMNIST OF THE YEAR 2024
BUSINESS TITLE OF THE YEAR 2023
MEDIA BRAND OF THE YEAR 2023
EDITOR OF THE YEAR 2023



When you engage with *Holyrood*, you're not just reaching an audience – you're joining Scotland's most important political conversation.

Trusted Editorial Environment

When a brand appears in a trusted news environment, it doesn't just gain exposure – it gains credibility.

Your message inherits the authority and respect that Holyrood has earned through decades of award-winning independent, political journalism.

TRUST:

76% of Holyrood readers agree Holyrood is a 'trusted source of information.'

INFLUENCE:

72% of Holyrood digital users agree that 'I value the opinions' of Holyrood.

RELEVANCE:

78% of users agree Holyrood 'provides me with critical information.'

Our audiences don't just follow politics – they make it happen:

ALL
MSPs &
Scottish
MPs

Senior
public
servants

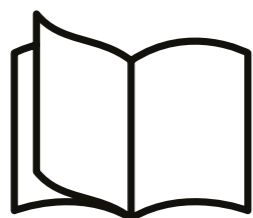
Local
authority
leaders

Third
sector
chiefs

Business
Leaders

Our channels:

PRINT



EVENTS



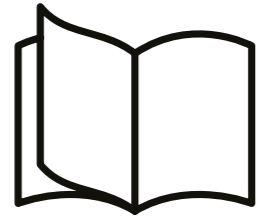
NEWSLETTERS



DIGITAL



Print



Alongside award-winning news, reviews, exclusive insights, and expert analysis, *Holyrod* magazine delivers must-read comment pieces from partners using the Holyrod platform to share information, gain feedback and amplify their message across their unique and highly influential community of decision-makers.



COMMERCIAL CONTENT



THOUGHT LEADER ARTICLES



ADVERTISING

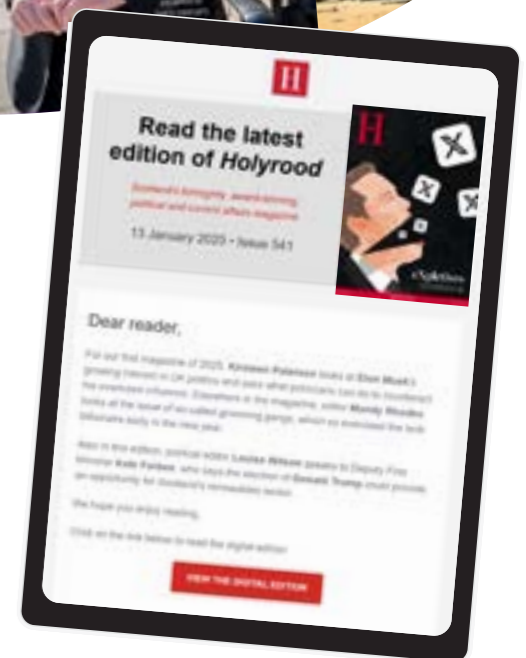


DEDICATED POLICY SUPPLEMENTS & GUIDES



Audited circulation
of 2,950 readers

Including unique digital subscribers
to the magazine = *greater reach*





Scotland's leading political event partner

UNMATCHED PARLIAMENTARY REACH

We engage more decision-makers than any other events company:

 69 OF 129 MSPS **(53%)**

 5 OF 11 CABINET SECRETARIES **(45%)**

 5 OF 11 MINISTERS **(45%)**

 44 OF 57 SCOTTISH MPS **(77%)**

2025 Attendance Highlights



Garden Party & Political Awards



Scottish Public Service Awards



Parliamentary Receptions



Party Conference Fringes



Bespoke Roundtables



Editor's Club Dinners



Policy Events

Newsletters



Premium Placement in Scotland's Leading Political Newsletter

Holyrood's free newsletters deliver award-winning political journalism directly to an influential audience of parliamentarians, public servants, public affairs professionals, and policy professionals across Scotland and the UK.



SUBSCRIBERS: **5k**



OPEN RATE: **40%**



CTR: **6.7%**



Digital advertising

Holyrood is part of the UK's largest political advertising network in providing our partners with the opportunity to communicate their message directly to the most influential audiences, on the most vital topics.



USERS: **46K / MONTH**



PAGE VIEWS: **78K / MONTH**



AD IMPRESSIONS: **185K / MONTH**

Other titles in our network include:



Holyrood Memberships

Make an impact in Scottish Politics

The Holyrood membership offers our most loyal partners comprehensive access to Scotland's premier political media platform and exclusive engagement opportunities through a package that includes online and print content, and additional exclusive benefits.

OUR GOLD, SILVER AND BRONZE PACKAGES INCLUDE:

Dedicated
microsite on
Holyrood.com

Newsletter
amplification of
all articles

Logo
placement on
new 'Members'
section hub
on Holyrood
website

Option to host
1x asset on
Holyrood.com

At least 2x
FP policy brief
(print + online)

At least
1x Senior
Stakeholder
Interview

Early-
bird access
to Holyrood
receptions



Membership Options

	GOLD	SILVER	BRONZE	DIGITAL ONLY
Dedicated Microsite on Holyrood.com and listing in membership directory	✓	✓	✓	✓
Special Feature Senior Stakeholder Interview - 1500 words - (print & online)	1	1	1	-
Full Page Policy Brief 600 words (print & online) / 2 full pages can be converted to DPS	6	4	2	-
Partner Content in Newsletter text included Holyrood Insider (daily e-newsletter)	6	4	2	4
Hosted asset on Holyrood.com provided by client and useful for lead generation	✓	✓	✓	-
Press Release or Associate Feature Uploads (Per 12 months) <small>EDITORIAL SUPPORT DOES NOT APPLY</small>	12	8	4	12
Early-bird access to Holyrood receptions (including Connections and Garden Party)	✓	✓	✓	-
5% discount versus all published ratecard pricing	✓	✓	✓	-
PACKAGE COST (including editorial support)*:	£17,000	£11,500	£9,000	-
PACKAGE COST (excluding editorial support):	£15,000	£10,000	£8,000	£4,000

THE MEMBERSHIP DIRECTORY WILL BE PROMOTED VIA HOLYROOD CHANNELS ON A REGULAR BASIS.

***EDITORIAL SUPPORT:** Journalistic services to be provided by Holyrood, including writing and sourcing of accompanying artwork.

Clients and partners have included:



Royal Bank of Scotland



British Heart Foundation Scotland



Scottish Water
Trusted to serve Scotland



SCOTTISH POLICE FEDERATION



A PROUD PART OF ABInBev

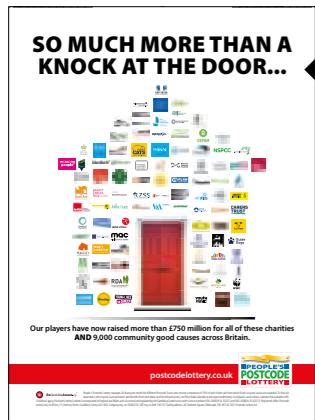


Holyrood Rate Card



THOUGHT LEADERSHIP CONTENT

Special Feature (Double Page Interview).....	£5,250 (excl. VAT)
Double Page.....	£4,950 (excl. VAT)
Full Page.....	£3,250 (excl. VAT)
Premium Comment Column.....	£2,500 (excl. VAT)



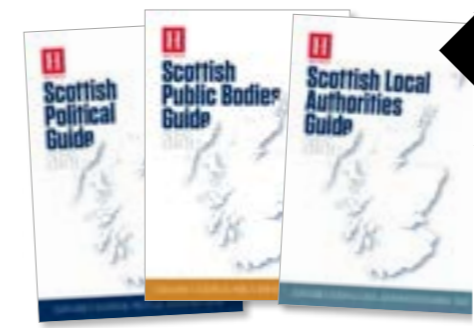
DISPLAY ADVERTISING

Full Page Advertisement.....	£3,250 (excl. VAT)
Double Page Advertisement.....	£4,950 (excl. VAT)
Inside Front Cover (IFC).....	£3,500 (excl. VAT)
Outside Back Cover (OBC).....	£3,750 (excl. VAT)



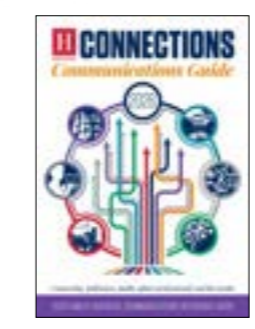
DIGITAL OPPORTUNITIES

Portfolio Sponsorship.....	£2,750 (excl. VAT) per month
Billboard Banner (run of site).....	£80 CPM
Associate Feature.....	£850 (excl. VAT) per article



SCOTTISH POLITICAL, PUBLIC BODIES, AND LOCAL AUTHORITIES GUIDES

Double page listing.....	£1,500 (excl. VAT)
Full page listing.....	£995 (excl. VAT)



COMMUNICATIONS GUIDE

Full page listing.....	£2,250 (excl. VAT)
Half page listing.....	£1,450 (excl. VAT)



BESPOKE CONTENT

Supplements.....	POA
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EVENTS

Conferences and Exhibitions.....	POA
Bespoke Roundtables.....	POA
Party Conference Fringes.....	POA
Editor's Club Dinner.....	POA
Parliamentary Receptions.....	POA



Secure your seat at the table

Talk to us about your campaign objectives
and how Holyrood can help you achieve them

CONTACT INFO: customer.service@totalpolitics.com | tel 020 7593 5669

www.holyrood.com