

# Advertise with the Gairloch and District Times

## Why advertise with the Gairloch and District Times?

Advertising with The Gairloch and District Times is a great way to get your message in front of Wester Ross residents and visitors.

We've been publishing since 1978. As a trusted, independent local news source, we deliver news, features, and community updates directly to a substantial proportion of the local population living in and around Gairloch, Poolewe, Aultbea, Laide, Kinlochewe, Torridon and Shieldaig, as well as the wider Wester Ross area.

Each issue of our fortnightly newspaper is read by at least 850 locals and visitors in summer - either in paper or digital form. Our Wester Ross Round-up email newsletter reaches more than 980 inboxes every week, with more than 80% actually reading and engaging with it every month. Hundreds of our readers click on the links in each email newsletter, so it is a great way to promote a website, offer or event. Social media advertising - paid or organic - simply doesn't have the same local reach.

## Independently regulated

It's safe to advertise with The Gairloch and District Times. All our editorial content is independently regulated by UK press regulator Impress.

In addition, the Gairloch and District Times is a registered charity, managed by local volunteers, and overseen by the Office of the Scottish Charity Regulator.

Advertising with us is an excellent way for you and your organisation to visibly show support for the communities we serve in Wester Ross.

## Cost effective

You can see from our rates below - We are likely to be cheaper than social media advertising and by advertising with us you can reach local people who aren't regular social media users. Advertising in other media can be prohibitively expensive for businesses that may only wish to target Wester Ross.

## Deadlines and publication dates

See [gairlochtimes.org.uk/deadlines](http://gairlochtimes.org.uk/deadlines)

## Discounts for good causes

We provide free or discounted adverts worth hundreds of pounds each month to local community groups and charities. Supporting community action this way is one way we meet our own charitable mission.

We offer qualifying organisations free 1/8th or quarter page black and white adverts (subject to availability) and give a 50% discount for all other formats.

## Convinced?

You can book and upload your advert copy at [gairlochtimes.org.uk/advertise](http://gairlochtimes.org.uk/advertise) Or email [hi@gairlochtimes.org.uk](mailto:hi@gairlochtimes.org.uk)

## Bespoke options

Not sure if our standard formats and rates are quite right? Get in touch to discuss what you're looking for.

## Get in touch

Contact Kate Larsen-Daw at [hi@gairlochtimes.org.uk](mailto:hi@gairlochtimes.org.uk) to find out more.

Advert Size	1-6 Issues	7-12 issues (5% off)	13-24 issues (10% off)	25 issues (15% off)
Thanks, personal notices & items for sale worth less than £100	Free			
Items for sale worth £100 or more - small text ad	£5			
1/8th page advert - 92mm x 65 mm (landscape format)	£10.20	£67.84	£119.34	£216.76
Wester Ross Round-up Email Newsletter sponsorship	£19.20	£127.68	£224.64	£408
¼ page advert - 92mm x 134mm (portrait format)	£19.20	£127.68	£224.64	£408
½ page advert - 92mm x 272mm (portrait format) or 185mm x 134mm (landscape format)	£37.20	£247.38	£435.24	£790.50
Full page - 185mm x 270mm (portrait format)	£72	£478.80	£842	£1530

**Note:** All prices are inclusive of VAT (reg number 255 5955 69). Payment should be received before publication for all ads booked. An invoice can be issued if required. To pay by bank transfer use: Gairloch and District Times (SCIO) Sort code: 80-06-87 Account: 00318402. Please make cheques payable to Gairloch and District Times.

Colour advertising may be available in the print edition, charged at double the rates above. To discuss availability email [hi@gairlochtimes.org.uk](mailto:hi@gairlochtimes.org.uk). In the digital edition of the paper all adverts are displayed in colour.

Adverts should be submitted as pdf or jpg format files at 600dpi and sent to [hi@gairlochtimes.org.uk](mailto:hi@gairlochtimes.org.uk) or uploaded via our website. If you need graphic design support we may be able to help. Rates correct at August 17, 2025. They may change in the future.