

# Newspaper Features

## 2025



The  
Shetland Times

ADVERTISING

Gremista, Lerwick, ZE1 0PX

T: 01595 742000

adverts@shetlandtimes.co.uk

www.shetlandtimes.co.uk



Friday, 24th January, 2025

# CAFES & COFFEE SHOPS

## Feature Cafes and Coffee Shops

**Editorial** The Shetland Times newsroom will contact companies for their editorial.

**Photography** Supplied by the advertiser or by The Shetland Times photographer if required (no guaranteed usage).

**What the feature is about** **RELAXING, ENJOYING AND FOCUSING** on our cafes and coffee shops. We will promote your products and business by asking five set questions and publish your answers along with your 5cm x 2 column colour advert. Along with a photo, this is your chance to lift those winter blues and encourage folk to pop in for a lovely drink and cake.



# Landwise

2025

## Feature **Landwise** (5 issues per year)

**Editorial** This is a news based feature compiled by *The Shetland Times* newsroom.  
**Photography** Taken by *The Shetland Times* photographer.

**What the feature is about** **THIS ROUND-UP OF** the latest agricultural news and features focuses on Shetland, regional and national developments in this sector. We cover stories from our farming and crofting communities and those with a broader interest in agriculture. Our advertising packages are perfect for retailers, vehicle/plant franchises, mechanical services, feed suppliers, veterinary practices, insurers and similar industry related businesses. **Book all five parts at one time to get the best coverage and deal.**





Friday, 28th February, 2025

# HARBOUR VOICE

The commercial heart of Lerwick

## Feature Harbour Voice

**Editorial** This is a news based feature compiled by *The Shetland Times* newsroom.

**Photography** Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

**What the feature is about** **CELEBRATING LERWICK HARBOUR** as the “commercial heart of Shetland”. The feature includes editorial and imagery aimed specifically at businesses whose work is linked to the harbour either by their location or the nature of their work. Focusing on commerce rather than leisure. If you are in the fishing, aquaculture, haulage, oil, renewables, shipping, stevedoring, butchery, food consumables supply, transport, fuel supply, diving, marine engineering or other related business, this provides the best platform to raise awareness of your business to a targeted industry audience.

The image shows a newspaper page layout for Harbour Voice. At the top, the logo 'HARBOUR VOICE' is displayed in blue, with 'The commercial heart of Lerwick' underneath. The date 'Friday, 1st March, 2024' is on the right. The main headline reads 'Ocean Kinetics continues to grow by investing in services and equipment'. Below this is a sub-headline 'Workboats and barges provide cost-effective solutions for customers' and a photograph of a man in a suit. To the right of the man is a photo of a large blue and white boat. Below the main text are sections for 'Workboats', 'Barges and pontoons', and 'Innovation'. At the bottom of the page is a large advertisement for Ocean Kinetics, featuring the company logo, the text 'Now supporting marine based industry with the provision of workboats, barges, small crafts, and marine plant.', contact information, and three small photos of different types of boats: 'Rigid Hull and Dredger', 'Aluminium boat', and 'Modular barges'.

# Energy Efficiency, Renewables & Recycling

## Feature **Energy Efficiency and Recycling**

*Editorial* Supplied by the advertiser (300 words).

*Photography* Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

*What the feature is about* **ROUND-UP OF “GREEN”** news and advice about home energy efficiency, renewable energy options, recycling, reducing emissions. This is an unmissable feature for all businesses and organisations that have a strong desire to help protect the environment. Heating, insulation, scrap or salvage, electric motoring, renewable technology, funding bodies and others with eco-friendly products, services or initiatives can let everyone know about their great efforts and actions and availability through this annual feature.



**Energy Efficiency, Renewables & Recycling**  
Friday, 22nd March, 2024

**Nordri is busy in expanding renewable technology**

**YOUR HOME, POWERED BY Nordri RE-NEW-ABLE SOLUTIONS**

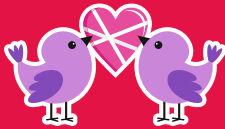
LEARN MORE AT: [WWW.NORDRI.CO.UK](http://WWW.NORDRI.CO.UK)

**DUNCAN FRASER**  
Mitsubishi Accredited  
Registered Installers

**MITSUBISHI ELECTRIC**  
Registered Installers

**RECCOM**

**Wired** **Water**



# Weddings

## Feature Weddings

**Editorial** Supplied by the advertiser (75 words).

**Photography** Supplied by the advertiser.

**What the feature is about** A **FABULOUS OPPORTUNITY** for businesses offering goods and services to help each happy couple plan their perfect wedding. Be part of their big day with suits, dresses, shoes, jewellery, kilt hire, local knitwear, hairdressing, fragrances, photography, floral bouquets, hall hire, bar services, outside catering, giftware, hotel services, accommodation lets, local tours, music hire, band bookings, cake making, wedding favours, vehicle hire, car rental or maybe even horse and cart hire. Let them know you're here to assist them!

The image shows a newspaper page titled 'Weddings' for Friday, 29th March, 2024. The page features several articles and advertisements related to weddings. The main headline is 'A helping hand to plan for the big day'. Below this, there are three main sections: 'One-stop hall to meet your needs', 'Get the finishing touches at Refan', and 'SOUND HALL'. There is also a section for 'TIED THE KNOT, SPECIAL ANNIVERSARIES OR COMPLETED YOUR STUDIES?' with a call to action to send photos to a specific email address. The page includes images of wedding venues, a bus, and a wedding cake.



# On the Water

## Feature On the Water

**Editorial** The Shetland Times newsroom will contact companies for their editorial.

**Photography** Taken by The Shetland Times photographer (no guaranteed usage).

**What the feature is about** **CELEBRATING ALL THE** watery pursuits many locals and spectators look forward to participating in. These include sailing, boat hire, diving, fishing, boat tours, wild water swimming, kayaking and water sports to name a few. We focus on leisure pursuits and those who provide the products and services around the isles and also include boat building, equipment maintenance and repair.




# National Pet Month

## Feature **National Pet Month**

**Editorial** The Shetland Times newsroom will contact companies for their editorial.

**Photography** Supplied by participants and advertiser (no guaranteed usage).

**What the feature is about** **TO MARK THIS** annual national event, a celebration of pets and the many benefits they bring to their owners, we cover responsible ownership and pet care. We run a “Picture Your Pet” competition and feature the top three as judged by the sponsors of the competition. Participants enter photographs of their pets through our [www.facebook.com/ShetlandTimes](http://www.facebook.com/ShetlandTimes) page.



**National Pet Month** Friday, 19th April, 2024

### Buddie leaps in to win our photo competition

...the Shetland Times newsroom will contact companies for their editorial. ... Supplied by participants and advertiser (no guaranteed usage).

**1** **2** **3**

**Ensure that you keep your beloved pet insured**

**LOCAL CATS NEED YOU!**

**BOARDING CATTERY**

**Helen's Bakery**

# Gardening & Outdoor DIY

## Feature Gardening and Outdoor DIY

**Editorial** Supplied by the advertiser (100 words).

**Photography** Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

**What the feature is about** GARDENING AND OUTDOOR DIY is such a favourite pastime for many islanders that they are often longing for spring to get their projects under way. Sheds and fences need painting, flowers need potting, paths need laying, decking needs building, hedges need trimming, grass needs mowing, trees need pruning, gardens need landscaping, you know the drill! The variety of businesses that advertise with us keeps growing so if you stock or offer anything related to gardening and outdoor DIY, this is the feature for you.

The image shows a framed newspaper page. At the top, there is a green banner with the title "Gardening & Outdoor DIY" in white and black text, and the date "Friday, 3rd May, 2024". Below the banner, the main article is titled "Time of the year to return to your gardening duties". To the right of the text is a photograph of a person working in a garden. Below the main article is a sub-section titled "Showcasing outdoor space" with a photo of a dog. At the bottom of the page is a large advertisement for Jewson, featuring the headline "LANDSCAPING. SORTED." and several images of landscaping products: "Natural Paving Stone", "Vitriflex Porcelain", "Permat Installation Products", "Landgrass 30 Premium Artificial Grass", and "Terrafusion Composite Decking". The Jewson logo is prominently displayed in the top right of the advertisement. At the bottom of the advertisement, the contact information for Jewson Lerwick is provided: "Jewson Lerwick, SD Grenista Industrial Estate, Lerwick, ZE1 0PX 01595 696 373".



# Cake Fridges & Honesty Boxes

## Feature **Cake Fridges and Honesty Boxes**

**Editorial** The Shetland Times newsroom will contact companies for their editorial.

**Photography** Supplied by the advertiser or by The Shetland Times photographer if required (no guaranteed usage).

**What the feature is about** **SELLING FRESH HOME** baking from an outdoor fridge or placing home grown items in honesty boxes for the public to purchase has become a Shetland phenomenon! Make sure everyone out on their travels, from locals to those visiting our islands, knows all about your delicious offerings. That's a win, win for everyone!





# Shetland Climate Festival

## Feature **Shetland Climate Festival**

**Editorial** This is a news based feature compiled by *The Shetland Times* newsroom although participating businesses may supply their own editorial text (400 word maximum).

**Photography** Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

**What the feature is about** **FOCUSING ON THE** important issue of climate related news, we bring together a host of businesses with strong links to this sector. Published in the same week as the national event, we produce articles covering waste, sea litter, energy savings, recycling, future energy, growing local, biodiversity, insulation and all relevant climate services helping to combat the challenges of climate change.

The newspaper page features a headline "Shetland Climate Festival" at the top. Below it, there are two main articles. The first is titled "Celebrating the efforts to tackle climate change" and the second is "Brae is first with an energy hub". The advertisement at the bottom is for SSE Renewables, titled "Building the green energy needed now", and features an image of wind turbines. The ad text states: "Viking wind farm will use the natural power of Shetland to generate clean renewable energy that will help secure Scotland's energy future." and provides the website "sstorenewables.com/onshore-wind".



# Oot and Aboot

## Feature Oot and Aboot

**Editorial** Supplied by the advertiser (100 words).

**Photography** Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).


**What the feature is about** ALL ATTRACTIONS AND events that keep people busy over the summer should include themselves in this pull out feature. Retail shops, street stalls, country shows, exhibitions, tourist attractions, bus tours, guided tours, visitor centres, cafes, eateries, community event fundraisers and places of interest – if you're included in this feature you'll enjoy the footfall benefits of folk being "Oot and Aboot", if you are not, you're definitely missing out.

**oot and Aboot**

### Take a moment to explore the isles

**Branch out to Bridge End**

The Shetland Times is pleased to announce that the Bridge End Outdoor Centre is now open for the summer season. The Centre is a beautiful setting for group accommodation and offers a range of facilities for visitors. The Centre is open from 10am to 5pm daily, and is a great place to enjoy the views and the fresh air. The Centre is a great place to enjoy the views and the fresh air. The Centre is a great place to enjoy the views and the fresh air.



**Bridge End Outdoor Centre**

OFFERS CAMPING AND SELF-CATERING ACCOMMODATION IN A BEAUTIFUL SETTING

Group accommodation for £250 per night \*maximum of 26 people.

Caravans £20 per night, tents £10.

Centre also available for parties/events/training courses

[www.bridgeendoutdoors.com](http://www.bridgeendoutdoors.com) | [info@bridgeendoutdoors.com](mailto:info@bridgeendoutdoors.com)


Find us on Facebook and Twitter on the @bridgeendoutdoors

### Shetland Craft Trail 2024-25

[www.shetlandcrafttrail.co.uk](http://www.shetlandcrafttrail.co.uk)

**CRAFT TRAIL**

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# Rural Shops

## Feature Rural Shops

**Editorial** The Shetland Times newsroom will contact companies for their editorial.  
**Photography** Taken by The Shetland Times photographer (no guaranteed usage).

**What the feature is about** **CELEBRATING THE ROLE** of community shops, beyond just the goods they are able to supply. Participating businesses are an integral, valued and important part of the communities they serve. This is very evident from the continued high praise they receive from customers. This feature is a celebration of the rural shop, their proprietors, staff and their all-important customers. Much appreciated by locals and visiting tourists alike it's a "catch all" feature that gets folk shopping in our rural businesses.

**Rural Shops**

### Celebrate and support our country shops

Country shops are a special feature of our islands - offering customers a selection to buy local produce, their own food stores, and providing a very different shopping experience.

Many shops are run by local families, and their products are often sourced locally. This means that you can support local businesses and enjoy fresh, high-quality produce. Many shops also offer a range of services, such as home delivery, and are a great place to chat with the staff and get advice on local produce.

**R.S. Henderson**

At the heart of the island's food scene, R.S. Henderson has been a pillar of the community for over 60 years. As a family-run business, we pride ourselves on providing a warm, welcoming atmosphere where our customers are our priority. We offer a wide range of fresh produce, local goods, and essential household items. Our staff are passionate about their work and are always ready to help you find what you need. Visit us today to experience the difference a rural shop can make.

**Map of Shetland:**

- 1. R.S. Henderson
- 2. Skibbeal Stores
- 3. R.S. Henderson
- 4. Tetlar Shop
- 5. Kibbony
- 6. Ayrick Shop
- 7. Brae Garage
- 8. Brae Garage
- 9. Tappan Cross
- 10. Tetlar & Partners
- 11. Skibbeal Stores
- 12. Skibbeal Stores
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**Advertisements:**

- R.S. HENDERSON**  
LICENSED GENERAL MERCHANT - GROCERIES  
GIFTS - POST OFFICE  
Monday - Wednesday 9am-5pm  
Thursday - Friday 9am-5pm  
Saturday 10am-4pm  
Sunday Closed  
T: 01557 744248 • E: rshandersonyt@outlook.com  
Cullivoe, Vals, Shetland ZE1 6UD
- BRAE GARAGE**  
OPEN 7 DAYS A WEEK • TEL: 01506 522331

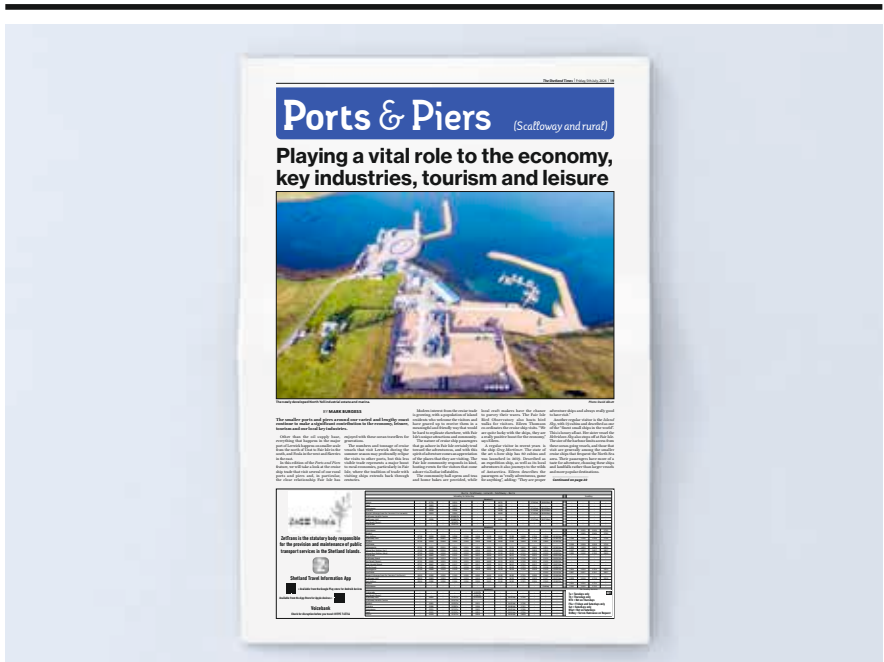
# Ports & Piers (Scalloway and rural)

## Feature **Ports and Piers**

**Editorial** This is a news based feature compiled by *The Shetland Times* newsroom.

**Photography** Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

**What the feature is about** **THE MARINE SECTOR** is the lifeblood of Shetland's economy. Shetland's ports provide employment and amenities for locals and visitors and also help businesses surrounding the communities where they are located. This connection is embraced within this feature, pulling together marine and industry sectors as well as retail businesses (e.g. cafes, tours, artists, museums, youth centres, pubs and clubs etc.) based in and around the rural ports and piers to bring industry news and community related stories.





# Motoring

## Feature **Motoring**

**Editorial** The *Shetland Times* newsroom will contact companies for their editorial.

**Photography** Taken by *The Shetland Times* photographer (no guaranteed usage).

**What the feature is about** **TIMED TO COINCIDE** with the summer registration, this feature is designed to celebrate all motor vehicles – cars, vans, trucks, motorbikes, off-roaders and quads. If you are a dealership we can help you promote your range of vehicles, whether it's the latest electric car or a range of used vehicles. The feature is also a great place to promote your motoring-related services, whether that's servicing, MoTs, antibody services or anything else. It's also the best spot to let customers know about your range of motoring supplies from spare parts to professional cleaning solutions. Do you offer valets, tuning services or tyre replacements? Then this is a great place to promote yourself.

A framed newspaper clipping. At the top, it has a purple header with a circular logo and the word 'Motoring' in white. Below this is a sub-header: 'Car retailers are offering plenty to tempt customers through their doors. So whether it's the latest new models on offer, or component parts to keep your vehicle performing in tip-top condition, businesses are ready to cater for your every motoring need. Motoring correspondent JAMES MCCONNACHIE takes a look at all that's on offer.' The main article is titled 'Toyota on top for hybrid motoring' and features a photograph of a man in a suit standing next to a white Toyota C-HR. Below the photo is a large advertisement for the 'NEW TOYOTA C-HR PLUG-IN HYBRID'. The ad includes the text '1.9% APR REPRESENTATIVE', 'NOW AVAILABLE WITH A FREE TOYOTA HOMECHARGE\*', and the Toyota logo. At the bottom of the ad, it says 'See a dealer! Shetland Ltd, 4 Colvilles Industrial Estate, Lerwick, Shetland, ZE1 0YB, 01463 822222, jmg@toyota.co.uk'.



# Feature Community Halls

**Editorial** Advertiser to submit hall event dates.

**Photography** No photography in this feature.

**What the feature is about** **HAVING YOUR HALL** and its contact details available in one of our highly visible page "border" advertising slots helps provide the opportunity for readers to book your venue for a variety of events. These can include concerts, sports, band practice, group meetings, squad practices, dancing, food evenings, meeting points, craft sales, fundraising and games nights. **For only £59-84** we're here to help you get your diary full of bookings.

We will provide a fixed format for you to supply your event dates and details.

**COMMUNITY HALLS** Bringing communities together at our local halls

The nearest network of community halls listed across the site are an important part of our service. These are available for hire with the following conditions: • All bookings are subject to availability. • All bookings are subject to our terms and conditions. • All bookings are subject to our availability. • All bookings are subject to our availability.

**North Roe & Lochend Public Hall**  
Bookings - email: northroehall@gmail.com or phone 01552 513385. Caravan facilities open year round (on booking required). Find us on our upcoming events on Facebook: North Roe and Lochend Public Hall

**Carnegie Hall Sandwich**  
Bookings - email: carnegiehallsandwich@btinternet.com or through Facebook. Find us on Facebook: Carnegie Hall Sandwich

**Aith Hall & Rankin Lounge**  
Contact: 01552 810425. Email: aithhallbookings@gmail.com. Find us on our upcoming events on Facebook: Aith Hall & Rankin Lounge

**South Nesting Public Hall**  
Bookings: 01552 80214. Email: southnestingpublichall@hotmail.com. Find us on Facebook: SouthNestingPublicHall

**Sound Public Hall**  
Email: soundhallbookings@gmail.com. Phone: 01552 741390. Find us on Facebook: SoundPublicHall

**Brae Community Hall**  
Bookings: Market Street Tel: 01552 524151. Email: braehallbookings@btinternet.com. Find us on Facebook: BraeCommunityHallSCO

**Bigton Community Hall**  
Bookings: Mary 01552 22205. Email: mary@bigtonhall.co.uk. Find us on Facebook: Bigton Community Hall

**St Magnus Church Hall, Lerwick**  
Bookings: 01552 519923. Email: stmagnuschurchhall@btinternet.com. Find us on Facebook: St Magnus Church Hall

**Cunningsburgh Public Hall**  
General queries - please email: bookings@cunningsburghhall.com. Visit our website for real time availability and bookings. Find us on Facebook: CunningsburghPHall

**Voe Public Hall**  
Voe hall bookings: voehallbookings@gmail.com. Find us on Facebook: Voe Public Hall

# GET // // // // ACTIVE & NATIONAL FITNESS DAY

## Feature **Get Active & National Fitness Day**

**Editorial** This is a news based feature compiled by *The Shetland Times* newsroom although participating businesses may supply their own editorial text (400 word maximum).

**Photography** Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

**What the feature is about** **A MIXTURE OF** news based stories providing the opportunity to highlight the benefits and role physical activity plays across the UK and locally. Raising awareness brings people together and positively impacts their physical, mental and social wellbeing. Get readers motivated and break down any barriers that may be stopping someone getting started, showing that fitness benefits everyone.





# Homes, Interiors & Design

## Feature Homes, Interiors and Design

**Editorial** The Shetland Times newsroom will contact companies for their editorial.

**Photography** Taken by The Shetland Times photographer (no guaranteed usage).

**What the feature is about** **EACH PERSON'S HOME** is their palace. This is therefore a very popular feature for home owners interested in home decor, furnishings, furniture, TVs, gadgets, fashion, current or passing trends. Being able to see, touch, test, sit in, lay down on or try products locally before buying them is the unique selling point for our participating advertisers. Invite our readership to visit your retail premises by booking your advertising slot with us, and allow them to benefit from your advice and product knowledge before gaining another sale.

**Homes, Interiors & Design**  
 Add an extra touch of style and comfort to your home

**A skilled team at GR Kitchens**

Shetland's leading kitchen studio

- Highly qualified, registered engineers
- Wide range of colours and styles
- Locally sourced materials
- Locally sourced materials
- Locally sourced materials
- Locally sourced materials

For more info or to book a consultation visit:  
[www.grkitchens.co.uk](http://www.grkitchens.co.uk) 01209 222115

# SHETLAND woolWeek

## Feature **Shetland Wool Week**

**Editorial** The Shetland Times newsroom will contact companies for their editorial.

**Photography** Supplied by the advertiser or by The Shetland Times photographer if required (no guaranteed usage).

**What the feature is about** **CELEBRATING THE ANNUAL** and very popular Shetland Wool Week we also help to highlight the many related events and those participating. From designers, manufacturers, retailers and book sellers to practical classes, the range of yarn, patterns and accessories available, if you're in the knitwear trade, take advantage and be in our feature too!







# Health & Wellbeing

## Feature **Health and Wellbeing**

**Editorial** Supplied by the advertiser (75 words).

**Photography** Supplied by the advertiser (no guaranteed usage).

**What the feature is about** **WORLD MENTAL HEALTH** Day on 10th October is an international day for global mental health education, awareness and advocacy against social stigma. It's so important that our readers can access the services and advice they require locally. If your company or organisation is involved in this sector, or with general overall health and wellbeing, we welcome your participation.

The collage features several distinct sections:

- Health & Wellbeing**: A header with a small illustration of a family on a bicycle.
- Good mental health matters to all**: An article snippet with a photo of a group of people in a meeting.
- Plenty is offered by RVS**: A notice about services provided by RVS, accompanied by a photo of a person.
- Help is only a call away**: A notice for Samaritans, featuring their logo and a photo of a person.
- Know what comes first at workplace**: A notice about workplace health and safety.
- Baby Loss Awareness Week**: A notice for a week of awareness from 5-13 October, with the website [babylloss-awareness.org](http://babylloss-awareness.org).
- Support online or in person**: A notice for Samaritans, including the phone number 116 123 and email [info@samaritans.org](mailto:info@samaritans.org).
- WaveOfLight**: A notice for a service called WaveOfLight, featuring a photo of a person.
- Whatever you're facing We're here to listen**: A notice for Samaritans, including the phone number 116 123 and website [www.samaritans.org](http://www.samaritans.org).
- It's time to prioritise Mental Health in the workplace**: A notice about mental health in the workplace, with the website [www.healthylifeand.com/indonesia](http://www.healthylifeand.com/indonesia).

# SHETLAND FOOD AND DRINK



## Feature **Shetland Food and Drink**

**Editorial** The *Shetland Times* newsroom will contact companies for their editorial.

**Photography** Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

**What the feature is about** **EVERYONE LOVES AND APPRECIATES** good food and drink and this new feature is all about promoting the great products from Shetland. For everything from fish to homebakes, if you produce it, sell it or cook it, or if you are part of our hospitality trade then we aim to help you get even more well-known for your delicious produce.





## Feature Christmas Gifts

*Editorial* Supplied by the advertiser (75 words).

*Photography* Supplied by the advertiser (must supply high quality product images).

*What the feature is about* **THIS FEATURE IS** designed to help take the headache out of gift buying for our readers. As a Shetland-based company, we understand the need to support local firms and throughout the year our campaigns encourage people to shop locally. This is most important around the crucial Christmas rush. So take part to give your business the chance to pick up more local custom with our specially-designed feature that allows you to choose the items you want to promote. Get it right and it will help ensure your business enjoys a merry run-up to Christmas.



# Business Christmas Greetings

## Feature Business Christmas Greetings

**Editorial** No editorial required for this feature.

**Photography** No photography in this feature.

**What the feature is about** **LET YOUR CUSTOMERS** know when your business is open over Christmas and New Year and share your festive message with them in our comprehensive Christmas Business Greetings feature.

It's also a nice opportunity to thank customers for their support throughout the year.



# How newspaper advertising boosts profit growth

If you want to grow your brand's profits, advertising in our newspaper will prove to be one of the most effective media for delivering results.

The effectiveness of advertising in our newspaper can have the following positive effects for your business.

- 1. Media plans that include advertising in news brands deliver a much higher level of effectiveness (measured in terms of market share, pricing power and profit growth) than plans that do not include news brands**
- 2. During a period of falling advertising effectiveness, advertisers in news brands have increased the effectiveness of their campaigns**
- 3. Combined use of print and digital is the most effective use of news brands so utilising our online advertising offers on [shetlandtimes.co.uk](http://shetlandtimes.co.uk) will help you too**
- 4. Advertisers using print and digital news brand platforms show a very strong uplift of all business metrics and especially of profit growth**
- 5. News brands increase the effectiveness of other media**
- 6. There is a stronger link between quality and trust with profit growth and effectiveness**
- 7. The effects of trust are related to the use of the specific media**
- 8. Trust effects remain stronger for advertisers in news brands**
- 9. Advertisers using print and digital news brand platforms show the strongest growth in brand trust**

*Source: Based on research by Peter Field using IPA Databank 2012-2022 for profit cases*

# Why local newspaper advertising is effective

We are committed to helping businesses working in Shetland thrive and make engaging with potential customers as easy as possible through the trusted medium of our weekly newspaper.

Our journalists live and work in the communities they serve and that enables them to produce unique and powerful content which is directly relevant to people's lives.

This matters for advertisers who face more choices than ever before. By investing in local media, clients can harness the unique and powerful connection that local media has with local communities at unprecedented scale.

Local news brands have always been highly trusted by readers and that converts into the extremely strong audience numbers we are seeing.

As misinformation becomes ever more sophisticated, news brands – the main driver of trusted journalism in the UK – will become even more important than they are now.



# 2026 Feature Publication Dates

Projected 2025  
Feature Publication  
Dates. May be  
subject to change

Multiple booking  
discounts available  
when booking more  
than one feature.

Build your own  
package today  
and get the best  
coverage and deal.

|  |          |
|--|----------|
| <b>Cafes and Coffee Shops</b>                          | 23rd Jan |
| <b>Landwise</b>  | 6th Feb  |
| <b>Harbour Voice</b>                                   | 27th Feb |
| <b>Energy Efficiency, Renewables<br/>and Recycling</b> | 20th Mar |
| <b>Weddings</b>  | 27th Mar |
| <b>Landwise</b>  | 3rd Apr  |
| <b>On the Water</b>                                    | 10th Apr |
| <b>National Pet Month</b>                              | 17th Apr |
| <b>Gardening and Outdoor DIY</b>                       | 1st May  |
| <b>Cake Fridges/ Honesty Boxes</b>                     | 22nd May |
| <b>Landwise</b>  | 5th June |
| <b>Shetland Climate Week</b>                           | 12th Jun |
| <b>Rural Shops</b>                                     | 19th Jun |
| <b>Ports and Piers<br/>(Scalloway and rural)</b>       | 3rd Jul  |
| <b>Landwise</b>  | 7th Aug  |
| <b>Motoring</b>  | 21st Aug |
| <b>Community Halls</b>                                 | 4th Sep  |
| <b>Get Active &amp; National<br/>Fitness Day</b>       | 11th Sep |
| <b>Homes, Interiors and Design</b>                     | 18th Sep |
| <b>Wool Week</b>                                       | 25th Sep |
| <b>Health and Wellbeing</b>                            | 2nd Oct  |
| <b>Shetland Food and Drink</b>                         | 6th Nov  |
| <b>Christmas Gifts</b>                                 | 13th Nov |
| <b>Landwise</b>  | 20th Nov |
| <b>Business Christmas Greetings</b>                    | 11th Dec |

# 2025 Feature Publication Dates

Multiple booking discounts available when booking more than one feature.

Build your own package today and get the best coverage and deal.

|  |           |
|--|-----------|
| <b>Cafes and Coffee Shops</b>                    | 24th Jan  |
| <b>Landwise</b>                                  | 7th Feb   |
| <b>Harbour Voice</b>                             | 28th Feb  |
| <b>Energy Efficiency and Recycling</b>           | 21st Mar  |
| <b>Weddings</b>                                  | 28th Mar  |
| <b>Landwise</b>                                  | 4th Apr   |
| <b>On the Water</b>                              | 11th Apr  |
| <b>National Pet Month</b>                        | 18th Apr  |
| <b>Gardening and Outdoor DIY</b>                 | 2nd May   |
| <b>Cake Fridges / Honesty Boxes</b>              | 23rd May  |
| <b>Landwise</b>                                  | 6th Jun   |
| <b>Oot and Aboot</b>                             | 13th Jun  |
| <b>Shetland Climate Week</b>                     | 13th June |
| <b>Rural Shops</b>                               | 20th Jun  |
| <b>Scalloway Ports and Piers</b>                 | 4th Jul   |
| <b>Landwise</b>                                  | 1st Aug   |
| <b>Motoring</b>                                  | 22nd Aug  |
| <b>Community Halls</b>                           | 5th Sep   |
| <b>Get Active Including National Fitness Day</b> | 12th Sep  |
| <b>Homes, Interiors and Design</b>               | 19th Sep  |
| <b>Wool Week</b>                                 | 26th Sep  |
| <b>Health and Wellbeing</b>                      | 3rd Oct   |
| <b>Shetland Food &amp; Drink</b>                 | 7th Nov   |
| <b>Christmas Gifts</b>                           | 14th Nov  |
| <b>Landwise</b>                                  | 21st Nov  |
| <b>Business Christmas Greetings</b>              | 5th Dec   |