

BUILDING YOUR BUSINESS WITH MODERN SCOT

Resilient businesses & communities



MODERN SCOT

— *Distinctly Scottish* —

SCOTLAND'S INDEPENDENT
NEWS PUBLISHER



100% FOCUSED ON SCOTLAND



INDEPENDENT JOURNALISM



SUPPORTING BUSINESSES &
COMMUNITIES

www.modern.scot

WELCOME TO MODERN SCOT

Modern Scot is an independent Scottish news publisher focused entirely on Scotland — its communities, businesses, places and people. We are based in Scotland and owned by the Bruce family.



OUR MISSION

Our mission is to help build stronger local connections across Scotland by giving businesses, readers and communities a direct way to share news, support one another and be seen.



We believe promotion should be clear, affordable and accessible. We do not sell advertising through visitor tracking claims. Instead, we work through direct relationships, practical advertising, local news coverage and a weekly newsletter that helps connect businesses with readers and consumers.



We welcome press releases, business updates and community news from across Scotland. If you do not have a formal press release, you can simply email your news and photos to us directly.



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100% focused on Scotland.

HOW MODERN SCOT HELPS YOUR BUSINESS

CLEAR ROUTES TO VISIBILITY, NEWS COVERAGE AND DIRECT SCOTTISH REACH

Modern Scot offers a Scotland-only route for businesses, organisations and community enterprises to share news, advertise clearly and be seen — without relying on social-platform algorithms or inflated tracking claims.



01

SEND US YOUR NEWS

Press releases are welcome, but not required. If you do not have a press office, a clear email with facts and photos is enough. We welcome openings, launches, events, awards, anniversaries, partnerships and local business updates.



02

ADVERTISING OPTIONS

Banner ads, news sidebar ads and regional block ads. Flat-rate placements in a Scotland-focused editorial environment. No auction model. No inflated visitor-tracking sales pitch.



03

WEEKLY NEWSLETTER

A direct inbox route for businesses that want clear visibility outside social platforms. Newsletter placements can carry clearly identified advertising alongside Scottish news and regional updates.



04

COMPANY PAGE & PRACTICAL HELP

Company page on Modern Scot: £150 per year. Logo help: £50. Ad-build help available for businesses that need support preparing artwork or a simple digital presence.



05

BEST SUITED TO

Tourism, hospitality, makers, food and drink, shops, bookshops, farms, events, accommodation, venues, professional services, community enterprises and local trades.

“ Scotland-focused. Direct. Clear. Reasonably priced. ”



Advertising does not guarantee editorial coverage. News is assessed separately and should be accurate, Scotland-relevant and useful to readers.



RESEARCH, NOT POLITICS

LONG-FORM REPORTING FOR READERS WHO WANT TO UNDERSTAND SCOTLAND

Modern Scot is not built as a political campaigning site. We do not tell readers how to think, who to vote for or what ideas they should support. Our role is different.

We focus on researched, long-form Scottish journalism that helps readers understand what is happening and why it matters. We take time to look at the facts, follow the details and write clearly.

At the end of every article, we provide links to our sources so readers can check the material for themselves and make up their own minds.

A healthy country needs informed readers. Informed voters make better decisions. Our job is to help people know more, understand more and judge issues for themselves.



RESEARCH LED

Articles are built from documents, announcements, data and direct sources.



SOURCE LINKS

Readers can follow the links at the bottom of each article and check the evidence themselves.



NO PARTY LINE

We do not instruct readers what to think, who to support or how to vote.



CLEAR WRITING

The aim is understanding: calm, factual reporting that helps readers make sense of events.

“

We do not tell people what to think.
We help them understand what is happening.

”



MORE FEATURES. MORE VALUE.

ADDITIONAL FEATURES THAT SUPPORT SCOTTISH BUSINESSES, READERS AND COMMUNITIES



GROWING EVENTS CALENDAR

A comprehensive calendar of Scotland's annual events, festivals, markets and community gatherings—organised by council area and category.



FREE CLASSIFIEDS

Post rentals, property, jobs, items, services and more—free of charge. Listings auto-expire and can be easily shared to your social media while living on Modern Scot.



INTERNATIONAL RADIO

Over 30,000 radio stations from around the world. Free to listen, works on any device, no sign-up required.



COLUMNS & CONTRIBUTIONS

We publish feature columns and welcome new writers. Contribute your column and link back to your own website—free exposure for great writing.



PRIVACY BY DESIGN

We do not collect personal data and we do not run trackers—neither for ourselves nor for any third parties. No data to sell, share or hand over.



SECURE PAYMENTS

If you buy an ad, your payment is handled by a trusted third-party provider. We never see or store your financial details—and we don't want or need to.



EMAIL RESPECT & CONTROL

We only need your email to complete a transaction. Request deletion at any time. Newsletter emails are stored securely with an encrypted third-party system and removed instantly if you unsubscribe.



BOOKS SECTION

A growing Scottish books section featuring new releases, author news, interviews and regular updates. Promote your book or recommend a title.



MRS. GUNN – A HIGHLAND VOICE

Our most popular column. Mrs. Gunn is based in the Scottish Highlands and speaks her mind on modern life, politics, culture and common sense—with humour and heart. Readers love her because she says what many are thinking.



SCOTTISH MERCAT

A project close to our hearts: collecting Scotland's oldest trades and businesses under the Scottish Mercat. If your business belongs here, we will add you for free.



BUILT FOR SCOTLAND

Everything we do is designed to support Scotland's businesses, communities and readers—without political agendas or outside influence.



Modern Scot exists to inform, connect and support.

No tracking. No political agenda. No outside influence. Just honest, long-form Scottish journalism and practical tools for businesses, readers and communities.

Your success helps build a stronger, more informed Scotland.
Thank you for being part of it.



WE CAN HELP BUILD YOUR BUSINESS IN SCOTLAND.

The Bruce family built Modern Scot to help Scotland become better connected. Our aim is to strengthen links between businesses, readers and communities across the country, so good local organisations can be seen, trusted and supported. We believe a better-networked Scotland is a stronger Scotland.



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