



5

STEPS TO  
ADVERTISING  
WITH STV

# TV ADVERTISING OFFERS YOUR BUSINESS A REACH LIKE NO OTHER MEDIA

STV reaches 70% of Scots  
each month - that's almost  
2.8 million people who are  
interacting with STV.

STV is Scotland's  
most watched  
commercial channel.



Source: Barb (AsViewed) Jan - Dec 2024 (09:30-  
29:59), adults, 3+ min continuous reach, 4-screen



# REACHING YOUR LOCAL AREA WITH STV

STV's broadcast signal is split giving the ability to book advertising campaigns in 7 different regions - Aberdeen, Dundee, East, West, North, Central, and Macro.

Allowing your business to reach your customers where it matters.



## CHAT WITH US

Your opportunity to meet and get to know your friendly, experienced STV Account Manager.

Tell us about your business and we'll tell you all about ours. We'll take the time to show you how easy it is to get your business on STV.

**THE CHASE**





## PRESENTING YOUR PROPOSAL

Your Account Manager will create you a bespoke campaign aimed at engaging with your audience.

We'll explain our STV programme schedule and the different options available to you. We'll also tell you how many people we expect your campaign will reach on air.

DANCING  
ON  
100

# LIGHTS, CAMERA, ACTION!

We will introduce you to a creative team who will have all the ideas to bring your business to life.

You tell us what you like, what you don't like, and this will allow us to work together to create an advert that will rub shoulders with some of the biggest names on TV.





## TAKE YOUR SEAT

Once you've approved your advert, you will receive a schedule showing you what top programming your shiny new advert will appear around.

We'll showcase your business within programmes such as This Morning, Loose Women, The Chase, STV News, Coronation Street, Emmerdale and more.

**Loose  
WOMEN**

# LET THE SHOW BEGIN!

Sit back, relax and watch your  
business come alive on STV.



THE  
MASKED SINGER

# DON'T JUST TAKE OUR WORD FOR IT!

“STV has helped us increase product sales at the time the advert airs and certainly footfall in to our stores.”

**Paula Middleton**

*Spar Scotland  
STV West*



“The results we’ve achieved from STV advertising, it’s just, the business is gone to new level. We are getting clients and customers that we never expected to get from the far north of Scotland.”

**Graeme Strachan**

*Atholl Palace  
STV North*



“We needed to appeal to a mass local audience. There’s no other advertising platform that gives you the visual aspect that STV does...If you’re looking for brand awareness it’s the one to go for.”

**Mark Glasgow**

*Edinburgh Boiler Company  
STV East*



“Every time the advert airs we see a uplift in the amount of people coming to visit us.”

**Iain & Debbie Sinclair**

*Sinclairs Jewellers  
STV North*





**THE CHASE**

[commercial@stv.tv](mailto:commercial@stv.tv)  
[stvcommercial.tv](http://stvcommercial.tv)

   [#GrowWithSTV](#)