



# Comprop SCOTLAND

Passionate about Property

A **unique**  
website for  
a unique  
**industry**

Advertising and  
sponsorship opportunities

## A unique website for a unique industry

### **About CompropScotland**

CompropScotland is the top source for news, information and research about the commercial property sector north of the border. As the sector fights its way out of the rubble of the property crash, we follow the story step by step and brick by brick. We chart the challenges, report the reversals, and celebrate the successes.

### **New site, new services, new ambitions**

Following our success in achieving 2 million hits per year from Scotland's property professionals, we've now totally re-designed the website to offer our readers a much wider range of stories – and to create prime advertising and sponsorship opportunities, linked directly to particular sectors.

### **Our coverage**

The commercial property sector is as big as oil and gas combined, yet receives scant coverage in the business press. CompropScotland bridges that yawning editorial gap with daily updates on the latest news, deals, profiles, features, research, notice of upcoming events etc – while our irreverent diary tweaks the tail of property practitioners.

We follow property decisions all the way from planning proposals, through construction, and on to the completion and letting of the building.

Our aim is to cover every deal we hear about, large or small, in every part of Scotland.

CompropScotland's editorial lead comes from Stewart McIntosh, a freelance journalist with a 25-year record in covering Scotland's property sector. With 16 UK press awards for his property writing, Stewart has won the title 'UK Property Writer of the Year' on four occasions.

### **Our readers**

Our readers include senior professionals in property development, planning, construction, property law, letting agency, surveying, valuation, rating, property finance, surveying, architects, construction, residential, house-building, public sector, and environmental sustainability.

### **Unique Database searching**

The new website embraces technology - it is built on an advanced database search facility - offering two ways to search the site:

#### **Option 1: Region and Sector**

Each story on CompropScotland has a set of pre-determined tags applied when submitted to the database depending on the nature and location of the story. This allows users to immediately drill down to the relevant region or sector which they are interested in. This is achieved by use of the drop down menus located centrally in the blue banner on the home page.

#### **Option 2: Advance Search**

If a more specific search is required any keyword or phrase can be input to search the full database of articles on CompropScotland - this search facility can be found on the right hand side of the top blue banner.

### **Further Information**

Editorial: Stewart McIntosh, [editorial@compropscotland.com](mailto:editorial@compropscotland.com)

Advertising: Ian Alexander, [advertising@compropscotland.com](mailto:advertising@compropscotland.com)

Production: Craig Semple, [artwork@compropscotland.com](mailto:artwork@compropscotland.com)

## Advertising and Sponsorship options Site - Leaderboard

Site Leaderboard offers the advertiser the premier advertising positioning above CompropScotland's banner on the home page and throughout the website.

Exclusive presence is offered based on a month by month contract or premium presence based on shared space throughout the site as one of three premium advertisers.

Exclusive positioning is offered at:

**£1,500 per calendar month**

Premium positioning based on a one to three ratio based on page views is offered at:


**£900 per calendar month**

### Mechanical Details

Advertising can be displayed at a size of 728 pixels wide by 90 pixels deep.

Formats available include .swf, gif, jpg and png

Site Sponsorship Leaderboard advert - 728 by 90 pixels



**Comprop SCOTLAND**  
Passionate about Property

Editorial contact | Advertising contact | Submit article | Register

Refine articles viewed

HEADLINE STORY - posted Mon, May 24, 2010 - 11:57 am

### Scotland's top buildings awarded by RICS

**Stewart McIntosh**  
RICS Scotland announces results of top property awards.

The Royal Institution of Chartered Surveyors (RICS) in Scotland has announced the winners of its property awards, which recognise the achievements of land, property and construction professionals. The winners in the four categories are:  
Sustainability: Roseisle Distillery, Elgin  
Building Conservation: The Old Schoolhouse, Logie  
Regeneration: Maxxim Office Park, Eurocentral, North Lanarkshire  
Community Benefit: New Campus, North Glasgow College, Glasgow

[Full Article](#)

**DIARY of events: what's on in August**

**DEAL of the day:**

**ON THE move who's moved and where**

NEWS Wed, August 25, 2010 - 12:18 pm

Posted: Mon, May 24, 2010 - 10:58 am  
Region: Central (Sect) | Glasgow | Sector: Leisure | Restaurant/Hotel (sect)

### Jamie Oliver cooks up a new concept in George Square

TV chef Jamie Oliver's first restaurant in Scotland will be unveiled in July.

Part of his "Jamie's Italian" chain, construction is under way at the corner of Glasgow's George Square and Hanover Street, where the restaurant will occupy the ground and basement levels of HF Developments' £70 million redevelopment of the nine-storey former General Post Office building.

With space for up to 250 diners, the restaurant will become the ninth UK branch of the chain.

[Full Article](#)

Posted: Mon, May 24, 2010 - 10:25 am  
Region: Central (Sect) | Glasgow | Sector: Deals | Retail

### Poundland stumps up £1000 a day for Glasgow Woolworths store

Poundland has taken the former Woolworths store on Glasgow's Argyle Street on a new 10-year lease, at £375,000 per annum.

The property, which comprises 20,000 sq ft of space over the ground and basement floors, will be redeveloped to create a suitable space for Poundland and will be ready for occupation in September this year.

Poundland was represented by CB Richard Ellis (Scotland), while Cushman and Wakefield acted on behalf of landlord Redevo.

Kevin Sims, retail director, CB Richard Ellis (Scotland), said: "This will be the largest Poundland store in Scotland and a new flagship store for Glasgow. It is an important acquisition and reinforces Poundland's position as Scotland's leading single price operator."

[Full Article](#)

Posted: Mon, May 24, 2010 - 10:22 am  
Region: Sector: Construction

### Scotland's builders want Lib Dem VAT cut commitment honoured

The Scottish Building Federation (SBF) is calling on newly appointed Liberal Democrat ministers in the new Cabinet to honour their own party's manifesto commitment to cut VAT on repair and maintenance works.

Discussions about future rates of VAT did not feature within the coalition agreement between the Conservatives and the Liberal Democrats. But reducing VAT on building repairs was a key proposal in the environmental chapter of the Lib-Dem 2010 manifesto.

Meanwhile, speculation is mounting that the new Government may have to increase the basic rate of VAT in its forthcoming emergency budget.

[Full Article](#)

Posted: Mon, May 24, 2010 - 10:19 am  
Region: Central (Sect) | Glasgow | Sector: Deals | Retail

### Sainsbury's store in Glasgow sold

A Sainsbury's supermarket at 135-145 George Street, Glasgow, has changed hands for £865,000. Located close to Strathclyde University, the unit was bought by a private investor, represented by Ryden. The price paid reflects a net initial yield of 5.1%.

The 3,583 sq ft property is let to Sainsbury's until January 2025, at an initial passing rent of £46,500 a year with geared RPI uplifts at the five yearly rent reviews.

Bavlis acted for the private seller.

[Full Article](#)

## Advertising and Sponsorship options **Homepage Banner**

Homepage banner offers the advertiser a central location on CompropScotland's home page directly below the leader story. This advertising position will sit within the viewers window without the need for scrolling upon the viewer first logging into the site.

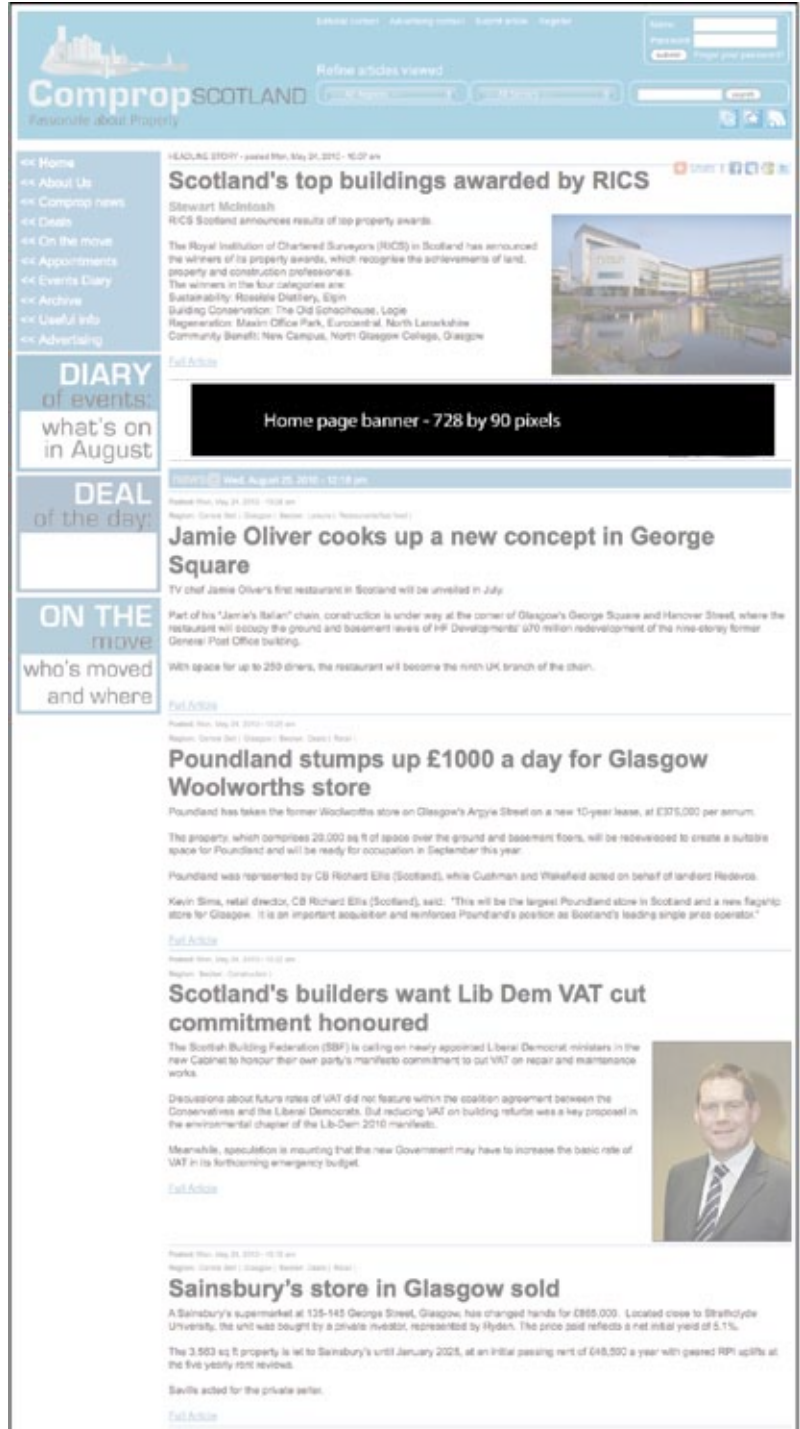
Advertising positioning is based on a one to five ratio based on page views and is offered at:

**£450 per calendar month**

### Mechanical Details

Advertising can be displayed at a size of 728 pixels wide by 90 pixels deep.

Formats available include .swf, gif, jpg and png



The screenshot shows the CompropScotland website homepage. At the top, there is a navigation bar with the site logo and a search bar. Below the navigation bar, there is a main content area with several articles. A prominent banner area is highlighted with a black background and white text that reads "Home page banner - 728 by 90 pixels". The banner is positioned below the main navigation bar and above the first article. The first article is titled "Scotland's top buildings awarded by RICS" and features a photograph of a modern building. The second article is titled "Jamie Oliver cooks up a new concept in George Square" and features a photograph of a restaurant. The third article is titled "Poundland stumps up £1000 a day for Glasgow Woolworths store" and features a photograph of a Poundland store. The fourth article is titled "Scotland's builders want Lib Dem VAT cut commitment honoured" and features a photograph of a man in a suit. The fifth article is titled "Sainsbury's store in Glasgow sold" and features a photograph of a Sainsbury's store. The banner area is located between the navigation bar and the first article.

## Advertising and Sponsorship options Notice Boards

Homepage advert under main navigation menu.  
Either as independent advert or as part of the promotional package in an advertising feature on the site. These notice boards appear throughout the pages of the site. Top three adverts would be a premium rate. Advertising positioning is based on an exclusive basis - space not shared with other advertisers.

Spaces one to three below the navigation menu:  
**£180 per calendar month**

Spaces four to six below the navigation menu:  
**£120 per calendar month**

### Mechanical Details

Advertising can be displayed at a size of 180 pixels wide by 150 pixels deep.

Formats available include .gif, jpg and png



The screenshot shows the Comprop SCOTLAND website interface. On the left, a sidebar lists navigation options: Home, About Us, Comprop news, Deals, On the move, Appointments, Events Diary, Archive, Useful info, and Advertising. Below this, three notice board options are displayed, each for 180 by 150 pixels:

- Notice Boards 180 by 150 pixels
- Notice Boards 180 by 150 pixels
- Notice Boards 180 by 150 pixels

The main content area features a 'HEADLINE STORY' section with the following articles:

- Scotland's top buildings awarded by RICS**: RICS Scotland announces results of top property awards. The Royal Institution of Chartered Surveyors (RICS) in Scotland has announced the winners of its property awards, which recognise the achievements of land, property and construction professionals. The winners in the four categories are: Sustainability: Rosaline Distillery, Sighn Building Conservation: The Old Schoolhouse, Logic Regeneration: Maxin Office Park, Eurocentral, North Lanarkshire Community Benefit: New Campus, North Glasgow College, Glasgow.
- Jamie Oliver cooks up a new concept in George Square**: TV chef Jamie Oliver's first restaurant in Scotland will be unveiled in July. Part of his "Jamie's Italian" chain, construction is under way at the corner of Glasgow's George Square and Hanover Street, where the restaurant will occupy the ground and basement levels of HF Development's £70 million redevelopment of the nine-storey former General Post Office building. With space for up to 250 diners, the restaurant will become the ninth UK branch of the chain.
- Poundland stumps up £1000 a day for Glasgow Woolworths store**: Poundland has taken the former Woolworths store on Glasgow's Argyle Street on a new 10-year lease, at £35,000 per annum. The property, which comprises 20,000 sq ft of space over the ground and basement floors, will be redeveloped to create a suitable space for Poundland and will be ready for occupation in September this year. Poundland was represented by CB Richard Ellis (Scotland), while Cushman and Wakefield acted on behalf of landlord Redevco. Kevin Sims, retail director, CB Richard Ellis (Scotland), said: "This will be the largest Poundland store in Scotland and a new flagship store for Glasgow. It is an important acquisition and reinforces Poundland's position as Scotland's leading single price operator."
- Scotland's builders want Lib Dem VAT cut commitment honoured**: The Scottish Building Federation (SBF) is calling on newly appointed Liberal Democrat ministers in the new Cabinet to honour their own party's manifesto commitment to cut VAT on repair and maintenance works. Discussions about future rates of VAT did not feature within the coalition agreement between the Conservatives and the Liberal Democrats. But reducing VAT on building repairs was a key proposal in the environmental chapter of the Lib-Dem 2010 manifesto. Meanwhile, speculation is mounting that the new Government may have to increase the basic rate of VAT in its forthcoming emergency budget.
- Sainsbury's store in Glasgow sold**: A Sainsbury's supermarket at 125-143 George Street, Glasgow, has changed hands for £865,000. Located close to Strathclyde University, the unit was bought by a private investor, represented by Hyden. The price paid reflects a net initial yield of 5.1%. The 3,963 sq ft property is let to Sainsbury's until January 2025, at an initial passing rent of £48,000 a year with geared RPI uplifts at the five yearly rent reviews. Savills acted for the private seller.

## Advertising and Sponsorship options **Feature Article**

Comprop offers an editorial option for those wishing to promote their commercial services. The feature article will be written and edited from your supplied copy up to a maximum of 1,000 words.

It will be editorially promoted through the editorial database as well as featured as a recurring updated story on the homepage of the site - one update per week.

Feature article pages include a standard 300 by 250 pixel advert to appear on the right hand column of their feature page.

In addition, feature articles have the option to place a noticeboard on the homepage of the site.

### Monthly Package:

Standard feature article

**£500 per calendar month**

Advanced feature article - with noticeboard

**£600 per calendar month**

### Mechanical Details

Notice board advert 180 by 150 pixels

Standard advert 300 by 250 pixels

Formats available include .swf, gif, jpg and png



The screenshot shows the Comprop SCOTLAND website homepage. The main headline is "Special Feature: Construction on the rise in West Lothian". The article text includes:

**Stewart McIntosh**  
Morgan Sindall has been appointed to build a £20m industrial manufacturing and office facility for Aggreko, part of the mixed-use Lomondgate development site just off the A67 in Dunbartonshire. Work will start this month with completion scheduled for 2012.

The new flagship plant will be used to design, develop and manufacture power generators and temperature control equipment to be deployed around the world. Comprising a 160,000 sq ft manufacturing facility and 25,000 sq ft of office and ancillary accommodation.

The £100m Lomondgate development is being developed by the Walker Group, in partnership with Strathclyde Regeneration Company. Bruce Walker, of the Walker Group, said: "This is a major step forward for the development. It is tremendous news that a world class company like Aggreko is pushing ahead with developing its Scottish manufacturing base, at a time when there is so much down and gloom surrounding the UK economy."

Lomondgate's other anchor tenant is BRC Scotland, which produces 'River City' from the site. Whitebrook's £4.5m, 60-bedroom Premier Inn hotel and family pub/restaurant is expected to open for business in time for Christmas.

Construction on 300 homes is likely start in late autumn, subject to detailed planning permission being granted. Persimmon Homes hopes to build 120 properties on an 8.5 acre site, while Redrow will acquire 10 acres with plans to build 54 family homes. Walker Group has approved to build its own 139 new homes on an 11.5 acre site, with work likely to start later this year.

A master plan for a 20-acre business park will be unveiled to the market in the near future.

David Hastings of Strathclyde Regeneration Company said: "We are confident that Aggreko's high profile presence at Lomondgate will act as a magnet for other potential investors and occupiers. It would be hard to imagine stronger anchor occupiers in a new business destination than Aggreko and the BBC. Together with Whitebrook's hotel and restaurant development, the building blocks are in place for a strategic business location on the doorstep of Loch Lomond, with easy access to Glasgow city centre and airport."

The £100m Lomondgate project was launched in 2007 by Strathclyde Regeneration Company (SRC), a public-private partnership established with the support of West Dunbartonshire Council, Scottish Enterprise and Depute.

SRC formed a partnership with Walker Group to deliver its plans for a new community on the site, providing new homes, a new business location and nearby services on the A67 gateway to Loch Lomond & The Trossachs National Park.

So far more than £14m has been invested by Walker Group into the development, which includes significant local road and infrastructure improvements. [www.lomondgate.com](http://www.lomondgate.com)

www.scotlive.com  
www.scotlive.com  
www.scotlive.com  
www.scotlive.com

## Advertising and Sponsorship options **Section Sponsorship**

Comprop offers the opportunity for organisations to sponsor certain sections of the website including:

- Deals
- Legal
- On the move
- Events Calendar
- Diary

This package includes:

- Logo which appears in right hand column as part of the section graphic
- Standard advert which appears below the additional information on the right hand column
- Advertisers editorial page within the site - navigated to from the additional information and/or the standard advert - word count max 1,000 words plus two images



The screenshot shows the Comprop SCOTLAND website interface. The top navigation bar includes links for 'Home', 'About Us', 'Comprop news', 'Deals', 'On the move', 'Appointments', 'Events Diary', 'Archive', 'Useful info', and 'Advertising'. The main content area is titled 'DIARY of EVENTS' and features a 'Sponsors Logo' section. Below this, there are three main sections: 'DIARY of events: what's on in August', 'DEAL of the day: deals done in Scotland', and 'ON THE move who's moved and where'. The 'DIARY of EVENTS' section lists events for August, September, October, November, and December. A 'Standard Box 300 by 250 pixels' is highlighted in the bottom right corner of the screenshot.

Monthly Package:

**£800 per calendar month**

### Mechanical Details

Standard advert 300 by 250 pixels

Formats available include .swf, gif, jpg and png