

**GOLD STANDARD...**

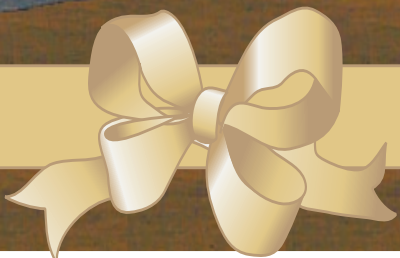
**WE EXPECT NOTHING  
BUT THE BEST!**

THE SCOTSMAN HAS AGAIN BEEN AWARDED THE GOLD STANDARD DISTINCTION FROM THE INDEPENDENT AUDITING COMPANY CIRCULATION VERIFICATION COUNCIL, AWARDED ONLY TO TOP 5% OF COMMUNITY PAPERS NATIONWIDE .

THIS AWARD IS THE RESULT OF THE SCOTSMAN SCORING OVER 20 PERCENTAGE POINTS ABOVE THE NATIONAL AVERAGE IN THE CATEGORIES OF: RECEIVERSHIP (99.6%), READERSHIP (91.1%) & FREQUENT PURCHASE (81.7%).



**Scotsman**



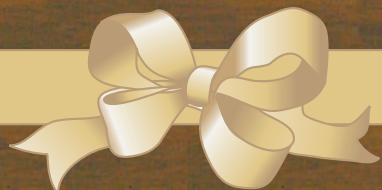


**GOLD STANDARD...**

**WE EXPECT NOTHING  
BUT THE BEST!**

THE SCOTSMAN HAS AGAIN BEEN AWARDED THE GOLD STANDARD DISTINCTION FROM THE INDEPENDENT AUDITING COMPANY CIRCULATION VERIFICATION COUNCIL, AWARDED ONLY TO TOP 5% OF COMMUNITY PAPERS NATIONWIDE .

THIS AWARD IS THE RESULT OF THE SCOTSMAN SCORING OVER 20 PERCENTAGE POINTS ABOVE THE NATIONAL AVERAGE IN THE CATEGORIES OF: RECEIVERSHIP (99.6%), READERSHIP (91.1%) & FREQUENT PURCHASE (81.7%).



**Scotsman**