

Eastgate Centre Inverness Media Evaluation for November 2009 by McCallum Media Monitor

Date	Publication	Headline	col. cms.	AVE
23/10/2009	Inverness Courier	Hospice fish need your help	13.00	£172.25
23/10/2009	Inverness Courier	Homecoming Scotland itinerary	4.00	£53.00
23/10/2009	Inverness Courier	Blow your own trumpet for the Homecoming	84.00	£1,113.00
23/10/2009	Inverness Courier	Eastgate Centre fashion show	100.00	£1,325.00
23/10/2009	Inverness Courier	MOBO dance group for city fashion show	18.00	£238.50
23/10/2009	Inverness Courier	Christmas Market Weekend	92.00	£1,219.00
23/10/2009	Inverness Courier	Highland Homecoming - Programme of events is in full swing	161.00	£2,133.25
24/10/2009	Highland News	Competition shows off whacky sporrans	30.00	£391.50
24/10/2009	North Star	£300 in Republic vouchers to be won	82.50	£1,027.12
24/10/2009	Lochaber News	£300 in Republic vouchers to be won	82.50	£1,027.12
24/10/2009	Highland News	£300 in Republic vouchers to be won	82.50	£1,076.62
24/10/2009	Highland News	City set to become a Republic	12.00	£156.50
28/10/2009	Stirling Observer	Astronomical idea is on view	66.00	£874.50
27/10/2009	Inverness Courier	Homecoming welcome at food and drink event	116.00	£1,536.00
30/10/2009	Inverness Courier	Hospice benefits from fashions of the moment	84.00	£1,113.00
31/10/2009	North Star	Aiming for a card bonanza	68.00	£846.60
31/10/2009	Lochaber News	Aiming for a card bonanza	68.00	£846.60
31/10/2009	Highland News	Aiming for a card bonanza	68.00	£887.40
03/11/2009	Inverness Courier	Charity card stall returns	8.00	£106.00
03/11/2009	Inverness Courier	Shopping centre rowdy fined £280	13.00	£172.25
06/11/2009	Inverness Courier	Eastgate Centre continues to prove popular with traders	25.50	£337.87
11/11/2009	Press & Journal	Recession sees affluent turn to shoplifting	67.50	£1,721.25
16/11/2009	Press & Journal	Public urged to make environmental pleas	120.00	£3,060.00
17/11/2009	Scotsman	Eastgate Shopping Centre attracts five new retailers	6.00	£159.12
17/11/2009	Inverness Courier	Asda to put store plans on public display	35.00	£463.75
17/11/2009	Scottish Sun	Lots of festive fun in store	2.00	£96.00
20/11/2009	Press & Journal	Roisin stepping into new role	138.00	£3,519.00
20/11/2009	Inverness Courier	Fans in midnight queue for latest computer game	30.00	£397.50
20/11/2009	Inverness Courier	Ex-ICT boss returns with 'confessions'	34.00	£450.50
20/11/2009	Inverness Courier	Asda unveils store designs	45.00	£596.25
20/11/2009	Inverness Courier	Bruce in brush with music for hospice	56.00	£742.00
21/11/2009	Highland News	Asda sets new date for store	58.00	£756.90
05/11/2009	Stornoway Gazette	Eastgate comes to Stornoway	12.00	£42.00
13/11/2009	Northern Scot	Fashion show hits the road	8.00	£90.72
26/11/2009	Herald (Glasgow)	Ken Smith Diary	6.00	£159.00
27/11/2009	Inverness & Nairn Herald	Go along and share a festive meal	23.50	£119.85
03/12/2009	Herald (Glasgow)	There'll be a welcome in the Highlands	91.00	£2,411.50
		TOTALS	col. cms. 2010.00	A.V.E. £31,438.42