





Coverage Breakdown – July 2025



1,343

Total number of coverage (Broadcast, Print & Online)



701,871,634

OTS

(Opportunities to see/hear)



Pieces of broadcast coverage



253,167,847Total OTS of broadcast coverage



Pieces of print coverage



7,081,361

Total OTS of print coverage



326

Pieces of online coverage



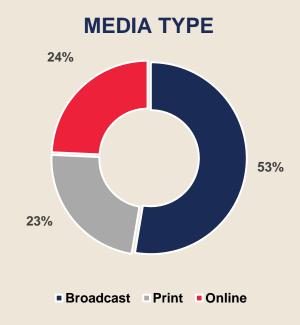
441,622,426

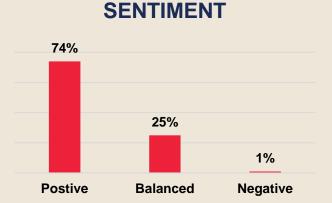
Total OTS of online coverage



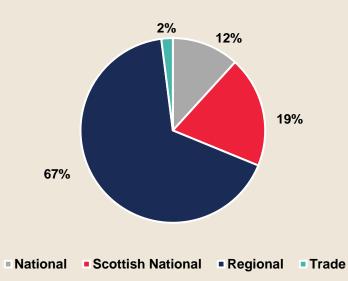


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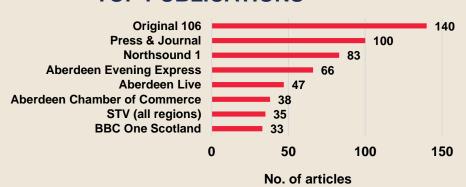




MEDIA CATEGORY



TOP PUBLICATIONS









BBC News, 19 July 2025 (10:47)



428,333Total views



STV News, 18 July 2025 (18:01)



29,000 Total views



BBC One Scotland News, 19 July 2025 (17:39)



917,000 Total views



GB News, 22 July 2025 (12:53)



25,333 Total views





Print Highlights: National & Scottish Nationals

The Herald

Tall ships start to arrive in Aberdeen ahead of festival's start











Aberdeen welcomes an invasion by tall ships















Print Highlights: Top Regionals



'I greet the first of the Tall Ships'







Evening Express

It's overcast, me hearties... but fun goes on



Colourful crews dazzle on spectacular parade













Evening Express

City bids fond farewell to the Tall Ships Races

Crowds turn out to wave off dozens











Print Highlights: Regionals & Trade

Huntly Express

Students given dream voyages on tall ships

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ELLON TIMES

The big read

Tall Ships trainees share their stories of life at sea

Facris Careir, Isla Kennely and Releases/Heighins (Credit Alterdays/Impliced)



Fraserburgh Herald

Tall Ships leave lasting legacy in the North-east





YACHTING

Aberdeen celebrates the 2025 arrival of Tall Ships Race

Selector 18 at 172 July Facility of Blancon. Will welcome around Stifful inforest over 500,000 vertices for a feet-slap exercises elective groups at the only seek part in an take in the Tall Brigs Rose 1005. four different dasses of receivance

comparing them large saling slaps to small re imple master boots. The slaps are stooping a floresteen after country the facility law. selfont continuing the new toursets

Ordinaria N. Keruby.
The preens of Aperduan will come allow as the second, with short food, we feel. stalls, bers, and it is must splants, and best diati, entrance is fixed.

Service Nacion, Wandows City Councilly Sall.

Ships Project Manager, cape site Expentitie fall. Amendment and Ships Force SICS will find her of the lameter Sity. Exceptions, as well as nto Party City from recoving to sight: Attractives the expect a rose forefact of record of the Macylide concerts, with calched read/he show from Deacen Blos, Giber And for things and Broke, on Secring 21; etc. the Red Artowership performs albaying to

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eletionship to the Boeth Sec. Eight on the full trips their 20th and to floot Ports Lo Form, Durwick, Aberdonn, Onlinese A, and halping are Imping these feedballs will not only hale from Internal formal communities with the sal-community fact will also will procure or mere young people into taking.

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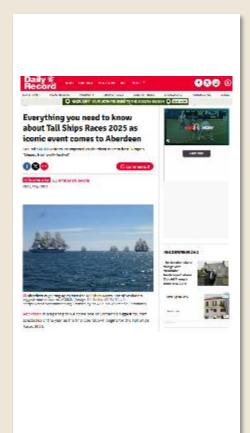






Online Highlights: National & Scottish Nationals



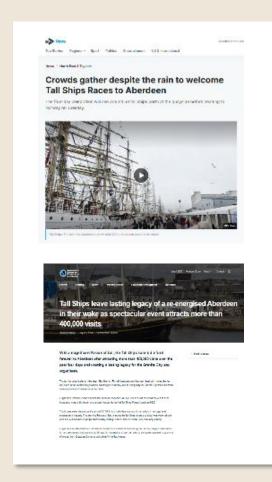


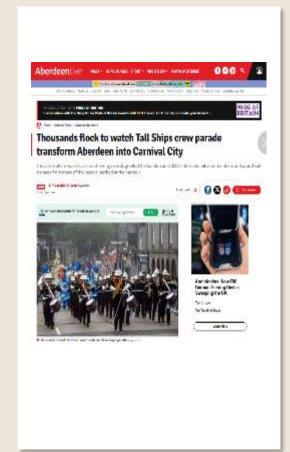






Online Highlights: Regional & Trade









Summary

- 1,343 articles across broadcast (TV & Radio), print and online
 - Broadcast had the most mentions particularly on local radio stations in the lead up to the event and post event
 - Good TV coverage appearing on both national and Scottish regional channels
 - Some of the online coverage was repeated but still had a brief mention of the event
- Overall sentiment was **74**% positive, **25**% balanced and less than **1**% negative (negative coverage was from a story around traders being charged additional Wi-Fi fees during the event)

