

Newspaper Features

2023



The
Shetland Times

2023 Feature Publication Dates

Multiple booking discounts available when booking more than one feature.

Build your own package today and get the best coverage and deal.

Valentine's	3rd Feb
Landwise Part 1	10th Feb
Harbour Voice	3rd Mar
Business Quarter 1	10th Mar
Mother's Day	17th Mar
Energy Efficiency & Recycling	24th Mar
Weddings	31st Mar
Landwise Part 2	7th Apr
On the Water	14th Apr
National Pet Month	21st Apr
Gardening and Outdoor DIY	5th May
Honesty Box/Cake Fridges	26th May
Business Quarter 2	2nd Jun
Father's Day	9th Jun
Oot and Aboot	16th Jun
Rural Shops	23rd Jun
Salloway Ports & Piers	7th Jul
Eating Out	21st Jul
Landwise Part 3	4th Aug
Motoring	25th Aug
Community Halls	8th Sep
Scottish Climate Week	15th Sep
National Fitness Day	15th Sep
Wool Week	22nd Sep
Homes, Interior and Designs	29th Sep
Health and Wellbeing	6th Oct
Business Quarter 3	13th Oct
Christmas Gifts	3rd Nov
Landwise Part 4	24th Nov
Business Christmas Greetings	8th Dec
Business Quarter 4	15th Dec

10th Feb
7th Apr
4th Aug
24th Nov

Feature **Landwise** (4 issues per year)

Editorial This is a news based feature compiled by *The Shetland Times* newsroom.

Photography Taken by *The Shetland Times* photographer.

What the feature is about **THIS ROUND-UP OF** the latest agricultural news and features focuses on Shetland, regional and national developments in this sector. We cover stories from our farming and crofting communities and those with a broader interest in agriculture. Our advertising packages are perfect for retailers, vehicle/plant franchises, mechanical services, feed suppliers, veterinary practices, insurers and similar industry related businesses. **Book all four parts at one time to get the best coverage and deal.**





Valentine's Day

Friday,
3rd February, 2023

Feature Valentine's Day

Editorial Supplied by the advertiser (75 words).

Photography Supplied by the advertiser (no guaranteed usage).

What the feature is about **IF YOU ARE** a company operating within hospitality (takeaway/bars/restaurants), florist, confectionery or gift sectors, this is the perfect opportunity to promote your services and range of products. Our packages provide coverage in other relevant features such as Mother's Day and Father's Day with discounts available for multiple bookings. **Book Valentine's Day, Mother's Day and Father's Day at one time** to get comprehensive coverage at a **great deal price**.



Feature **Harbour Voice**

Editorial This is a news based feature compiled by *The Shetland Times* newsroom.

Photography Supplied by the advertiser or by *The Shetland Times* photographer if required.

What the feature is about **CELEBRATING LERWICK HARBOUR** as the “commercial heart of Shetland”. The feature includes editorial and imagery aimed specifically at businesses whose work is linked to the harbour either by their location or the nature of their work. Focusing on commerce rather than leisure. If you are in the fishing, aquaculture, haulage, oil, renewables, shipping, stevedoring, butchery, food consumables supply, transport, fuel supply, diving, marine engineering or other related business, this provides the best platform to raise awareness of your business to a targeted industry audience.

HARBOUR VOICE

The commercial heart of Lerwick

Friday, 3th March, 2023



Optimism in the air as businesses plot course to recover from the disruption of challenging year

WHEN IT COMES TO THE MARITIME INDUSTRY we know the ropes

As the principal commercial port for Shetland we're experienced in dealing with a wide range of maritime activity and are equipped with a host of specialist facilities, including 24-hour all-weather access and international deep water quays.



A NEW WAVE **LERWICK**

newwave.co.uk **new wave**



Mother's Day

Friday,
17th March, 2023

Feature Mother's Day

Editorial Supplied by the advertiser (75 words).

Photography Supplied by the advertiser (no guaranteed usage).

What the feature is about **IF YOU ARE** a company operating within hospitality (takeaway/bars/restaurants) florist, confectionery or gift sectors, this is the perfect opportunity to promote your services and range of products. Our packages provide coverage in other relevant features such as Valentine's Day and Father's Day with discounts available for multiple bookings.

Book Valentine's Day, Mother's Day and Father's Day at one time to get comprehensive coverage at a great deal price.





Business — — Quarter 3

Friday,
10th March, 2023

10th Mar, 2nd Jun, 13th Oct, 15th Dec

Feature **Business Quarter** (4 issues per year)

Editorial This is a news based feature compiled by *The Shetland Times* newsroom.

Photography Taken by *The Shetland Times* photographer (no guaranteed usage).

What the feature is about THE “BUSINESS QUARTER” focuses on local business news and regional and national developments that have implications for Shetland-based firms. The feature is news led with the aim of celebrating success, as well as providing up to date information. The pages include a mixture of articles and profiles with our target audience being those who are involved in running businesses of all sizes across the isles. From an advertiser’s perspective, it is a great opportunity to promote business services, supplies and logistics, financial advice etc.

Book all four issues at one time to get comprehensive coverage at a **great deal price**.

Business — — Quarter 1

Friday, 11th March, 2022

Free early learning to be offered to one-year-olds

EXCLUSIVE

Shetland Council has announced that it will offer free early learning places to one-year-olds from September 2022. The council said the new places would be available to children who are eligible for free school meals and whose parents are in receipt of Universal Credit or the Income Support.

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01985 747045
www.arthursimpson.com

ARTHUR SIMPSON

Why Are There So Few Properties For Sale?

It's a question that many people are asking these days. The answer is simple: there are very few properties for sale. This is due to a number of factors, including the high cost of mortgages, the high cost of energy, and the high cost of living.

The high cost of mortgages is a major factor. Many people are unable to get a mortgage, or the interest rate is so high that they cannot afford to pay it. The high cost of energy is another factor. Many people are unable to afford to heat their homes, or the cost of electricity is so high that they cannot afford to run their appliances.

The high cost of living is a third factor. Many people are unable to afford to buy a house, or the cost of living is so high that they cannot afford to live in one. This is why there are so few properties for sale.

SALES • LETTINGS
• ACQUISITION • STORAGE
• MAINTENANCE

View all our properties at:
www.arthursimpson.com

THINKING OF SELLING YOUR PROPERTY IN 2022?
BLACK AND GOLD GETS YOU SOLD!



Editorial Supplied by the advertiser (300 words).

Photography Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

What the feature is about **ROUND-UP OF “GREEN”** news and advice about home efficiency, renewable energy options, recycling, reducing emissions. This is a desirable feature for all businesses and organisations that have a strong desire to help protect the environment. Heating, insulation, scrap or salvage, electric motoring, renewable technology, funding bodies and others with eco-friendly products, services or initiatives can let everyone know about their great efforts and actions and availability through this annual feature.





Editorial Supplied by the advertiser (75 words).
Photography Supplied by the advertiser.



Weddings

Friday
1st April, 2022

A helping hand to find the big day essentials

With the wedding season just around the corner, it's time to start planning. Here are some essential items to look out for:

- Invitations:** Choose a design that reflects your theme and budget. Consider digital options for eco-friendliness.
- Seating Chart:** A well-thought-out seating chart ensures a smooth evening for all guests.
- Guest List:** Finalize your guest list, including plus-ones and family members.
- Vendor Selection:** Book your photographer, caterer, and other vendors well in advance.
- Rehearsal Dinner:** Plan a special meal for the wedding party and close family.
- Wedding Day Timeline:** Create a detailed timeline for the ceremony, reception, and other events.

Huge range of jewellery

At the wedding, your jewellery should be elegant and timeless. Consider a classic diamond necklace, earrings, and a ring. For a more modern look, opt for a statement piece like a large pendant or a bold bracelet.

Try the stunning latest trends

For the latest in wedding fashion, look to the runway. Trends include oversized shoulders, long sleeves, and dramatic trains. Don't forget to accessorize with a clutch bag and high heels.



Ben will ensure you are in the frame

Ben, a professional wedding photographer, ensures you and your loved ones are captured in every moment. From the first look to the last dance, Ben's expertise guarantees a stunning collection of memories.



The Wedding Shed

We have a wide range of bridal wear, including dresses, veils, and accessories. Our team of experts will help you choose the perfect look for your special day.

Our team of experts will help you choose the perfect look for your special day.



01595 493686
www.theweddingshed.co.uk

Ben Bailey 01595 493686
ben@benbaileyphotography.com
@benbaileyphoto

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On the Water

Friday,
14th April, 2023

Feature **On the Water**

Editorial The Shetland Times newsroom will contact companies for their editorial.

Photography Taken by The Shetland Times photographer (no guaranteed usage).

What the feature is about **CELEBRATING ALL THE** watery pursuits many locals and spectators look forward to participating in. These include sailing, boat hire, diving, fishing, boat tours, wild water swimming, kayaking and water sports to name a few. We focus on leisure pursuits and those who provide the products and services around the isles and also include boat building, equipment maintenance and repair.

The Shetland Times
Friday, 15th April, 2022

On the Water

Preparations are under way for a buoyant season on the water

Preparations are under way for a buoyant season on the water as the Shetland Islands Maritime Festival approaches. The festival, which runs from 15th to 17th April, will celebrate the maritime heritage of the islands and provide a platform for the local maritime community to showcase their skills and talents.

The festival will feature a variety of activities, including boat races, sailing competitions, and a display of traditional Shetland boats. There will also be a series of talks and workshops, including one on the history of the Shetland Islands Maritime Festival.

The festival is organized by the Shetland Islands Maritime Festival Committee, which is a voluntary organization that promotes the maritime heritage of the islands and provides a platform for the local maritime community to showcase their skills and talents.

The festival is a popular event and attracts a large number of visitors from across the Shetland Islands and beyond. It is a great opportunity for the local maritime community to showcase their skills and talents and for visitors to enjoy the maritime heritage of the islands.

WHEN IT COMES TO THE MARITIME INDUSTRY we know the ropes

At Lerwick Self Storage, we understand the needs of the maritime industry. Our secure storage units are perfect for storing your boat, equipment, and other maritime gear. We also offer a range of services, including boat maintenance and repair, to help you keep your boat in top condition.

A NEW WAVE
Lerwick Self Storage

LERWICK
SELF STORAGE



National Pet Month

Friday,
21st April, 2023

Feature National Pet Month

Editorial The Shetland Times newsroom will contact companies for their editorial.

Photography Supplied by participants and advertiser (no guaranteed usage).

What the feature is about **TO MARK THIS** annual national event, a celebration of pets and the many benefits they bring to their owners, we cover responsible ownership and pet care. We run a "Picture Your Pet" competition and feature the top three as voted for by our online readers and followers. Participants enter photographs of their pets through our www.facebook.com/ShetlandTimes page.

National Pet Month
Friday, 21st April, 2023

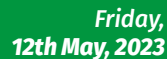
The Shetland Times is marking National Pet Month, a celebration of pets and the many benefits that they bring to their owners. It's also a campaign aimed at educating pet owners about responsible ownership.

Competition-winning mog Massey is picture purrfect

The Foxy Dog

Massey factfile

BOARDING CATTERY
Phone: 01305 840275 or 07788 981653
www.godcats.co.uk



Editorial Supplied by the advertiser (100 words).

Photography Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

What the feature is about **GARDENING AND OUTDOOR** DIY is such a favourite pastime for many islanders that they are often longing for spring to get their projects underway. Sheds and fences need painting, flowers need potting, paths need laying, decking needs building, hedges need trimming, grass needs mowing, trees need pruning, gardens need landscaping, you know the drill! The variety of businesses that advertise with us keeps growing so if you stock or offer anything related to gardening and outdoor DIY, this is the feature for you.

The Shepherd Express • Friday, July 22, 2011

Gardening & Outdoor DIY

Friday,
6th May 2022

Garden and DIY back on the agenda

The days are getting longer and the time is ripe for gardeners to get their hands dirty. Garden and DIY back on the agenda.

With the summer days also being the chance to get the garden in good order, gardeners are looking for ways to get the most out of their garden.

With the summer days also being the chance to get the garden in good order, gardeners are looking for ways to get the most out of their garden.

There is a place of imagination to be found in the garden. There is a place of imagination to be found in the garden.

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Top mowers that make the cut

Thulecraft lawnmowers are designed to make your life easier. They are designed to make your life easier. They are designed to make your life easier.

Get powered up

Flymo lawnmowers are designed to make your life easier. They are designed to make your life easier. They are designed to make your life easier.

Model	Price	Power
Thulecraft 1000	£199	1000W
Thulecraft 1200	£249	1200W
Thulecraft 1400	£299	1400W
Thulecraft 1600	£349	1600W
Thulecraft 1800	£399	1800W
Thulecraft 2000	£449	2000W
Thulecraft 2200	£499	2200W
Thulecraft 2400	£549	2400W
Thulecraft 2600	£599	2600W
Thulecraft 2800	£649	2800W
Thulecraft 3000	£699	3000W
Thulecraft 3200	£749	3200W
Thulecraft 3400	£799	3400W
Thulecraft 3600	£849	3600W
Thulecraft 3800	£899	3800W
Thulecraft 4000	£949	4000W
Thulecraft 4200	£999	4200W
Thulecraft 4400	£1049	4400W
Thulecraft 4600	£1099	4600W
Thulecraft 4800	£1149	4800W
Thulecraft 5000	£1199	5000W
Thulecraft 5200	£1249	5200W
Thulecraft 5400	£1299	5400W
Thulecraft 5600	£1349	5600W
Thulecraft 5800	£1399	5800W
Thulecraft 6000	£1449	6000W
Thulecraft 6200	£1499	6200W
Thulecraft 6400	£1549	6400W
Thulecraft 6600	£1599	6600W
Thulecraft 6800	£1649	6800W
Thulecraft 7000	£1699	7000W
Thulecraft 7200	£1749	7200W
Thulecraft 7400	£1799	7400W
Thulecraft 7600	£1849	7600W
Thulecraft 7800	£1899	7800W
Thulecraft 8000	£1949	8000W
Thulecraft 8200	£1999	8200W
Thulecraft 8400	£2049	8400W
Thulecraft 8600	£2099	8600W
Thulecraft 8800	£2149	8800W
Thulecraft 9000	£2199	9000W
Thulecraft 9200	£2249	9200W
Thulecraft 9400	£2299	9400W
Thulecraft 9600	£2349	9600W
Thulecraft 9800	£2399	9800W
Thulecraft 10000	£2449	10000W

MOWERS from £79.00

At your local store, choose from 2500, 3500, 4500, 5500, 6500, 7500, 8500, 9500, 10500, 11500, 12500, 13500, 14500, 15500, 16500, 17500, 18500, 19500, 20500, 21500, 22500, 23500, 24500, 25500, 26500, 27500, 28500, 29500, 30500, 31500, 32500, 33500, 34500, 35500, 36500, 37500, 38500, 39500, 40500, 41500, 42500, 43500, 44500, 45500, 46500, 47500, 48500, 49500, 50500, 51500, 52500, 53500, 54500, 55500, 56500, 57500, 58500, 59500, 60500, 61500, 62500, 63500, 64500, 65500, 66500, 67500, 68500, 69500, 70500, 71500, 72500, 73500, 74500, 75500, 76500, 77500, 78500, 79500, 80500, 81500, 82500, 83500, 84500, 85500, 86500, 87500, 88500, 89500, 90500, 91500, 92500, 93500, 94500, 95500, 96500, 97500, 98500, 99500, 100500, 101500, 102500, 103500, 104500, 105500, 106500, 107500, 108500, 109500, 110500, 111500, 112500, 113500, 114500, 115500, 116500, 117500, 118500, 119500, 120500, 121500, 122500, 123500, 124500, 125500, 126500, 12



Editorial *The Shetland Times* newsroom will contact companies for their editorial.

Photography Supplied by participants or companies or by *The Shetland Times* photographer if required (no guaranteed usage).

What the feature is about **SELLING FRESH HOME** baking from an outdoor fridge or placing home grown items in honesty boxes for the public to purchase has become a Shetland phenomenon! Make sure everyone out on their travels from locals to those visiting our islands know all about your delicious offerings. That's a win, win for everyone!

Cake Fridge & Honesty Box

*Friday,
27th May, 2023*

Honestly – Have your cake and eat it

The brilliant placement of cake Fridges has enabled amazing workloads, genuine **SMILING CHIEFFINS** and **KERRIE** to have a look at what's available.

The cake fridge is a brilliant way to display your cakes and pastries. It's a great way to attract customers and increase sales. The cake fridge is a great way to display your cakes and pastries. It's a great way to attract customers and increase sales. The cake fridge is a great way to display your cakes and pastries. It's a great way to attract customers and increase sales.

Image taken from the property website

Whether you're looking for a new home or a new business, we can help you find it. We have a wide range of properties for sale, including houses, flats, and commercial premises.

Find us on

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without written permission
from the company.

Who doesn't love a good cake? We have a wide range of cakes and pastries available for sale. We have a wide range of cakes and pastries available for sale. We have a wide range of cakes and pastries available for sale.

Dorset's Sweet is a great way to display your cakes and pastries. It's a great way to attract customers and increase sales. Dorset's Sweet is a great way to display your cakes and pastries. It's a great way to attract customers and increase sales.

The cake fridge is a brilliant way to display your cakes and pastries. It's a great way to attract customers and increase sales. The cake fridge is a great way to display your cakes and pastries. It's a great way to attract customers and increase sales. The cake fridge is a great way to display your cakes and pastries. It's a great way to attract customers and increase sales.

The Cake Fridge is Shirehampton's Original and most famous Honesty Cake Fridge!

Get your cake and eat it too! Get your cake and eat it too! Get your cake and eat it too!

Get your cake and eat it too! Get your cake and eat it too! Get your cake and eat it too!



Father's Day

Friday,
9th June, 2023

Feature Father's Day

Editorial Supplied by the advertiser (75 words).

Photography Supplied by the advertiser (no guaranteed usage).

What the feature is about IF YOU ARE a company operating within hospitality (takeaway/bars/restaurants), florist, confectionery or gift sectors, this is the perfect opportunity to promote your services and range of products. Our packages provide coverage in other relevant features such as Valentine's Day and Mother's Day with discounts available for multiple bookings.

Book Valentine's Day, Mother's Day and Father's Day at one time to get comprehensive coverage at a great deal price.



Feature Oot and Aboot

Editorial Supplied by the advertiser (100 words).

Photography Supplied by the advertiser or by *The Shetland Times* photographer if required (no guaranteed usage).

What the feature is about **ALL ATTRACTIONS AND** events from the far north peninsula to southern-most point of our isles that keep people busy over the summer should include themselves in this pull out feature. From retail shops, street stalls, country shows, exhibitions, tourist attractions, bus tours, guided tours, visitor centres, cafes, eateries, community event fundraisers to places of interest – if you're included in this feature you'll enjoy the footfall benefits of folk being "Oot and Aboot" – if you are not, you're definitely missing out.



Friday,
17th June, 2022

Plenty of reasons to get oot and about the isles

The Shetland Islands Council (Shetland Islands Council) has announced that it will be offering a range of activities and events for visitors to the islands over the summer months. The council has a number of attractions and events that are open to the public, including the Shetland Museum, the Shetland Islands Council Visitor Centre, and the Shetland Islands Council Library. The council also has a number of events that are open to the public, including the Shetland Islands Council Summer Festival, the Shetland Islands Council Summer Concert, and the Shetland Islands Council Summer Dance. The council has a number of other attractions and events that are open to the public, including the Shetland Islands Council Summer Festival, the Shetland Islands Council Summer Concert, and the Shetland Islands Council Summer Dance.



Experience Mousa with Solan IV

Experience the world's smallest settlement of over 1000 years old on the tiny island of Mousa, Shetland. The island is a UNESCO World Heritage Site and is one of the most beautiful and historic places in the world. The island is a small, rocky island with a few buildings and a small beach. The island is a great place to visit if you are looking for a unique and historic experience. The island is a great place to visit if you are looking for a unique and historic experience.



Quendale Mill open every day

Quendale Mill is a traditional watermill that has been open to the public since 1980. The mill is a great place to visit if you are looking for a unique and historic experience. The mill is a great place to visit if you are looking for a unique and historic experience.



Tour firm celebrates 30 years

The Shetland Islands Council has celebrated its 30th anniversary. The council has a number of attractions and events that are open to the public, including the Shetland Museum, the Shetland Islands Council Visitor Centre, and the Shetland Islands Council Library. The council also has a number of events that are open to the public, including the Shetland Islands Council Summer Festival, the Shetland Islands Council Summer Concert, and the Shetland Islands Council Summer Dance. The council has a number of other attractions and events that are open to the public, including the Shetland Islands Council Summer Festival, the Shetland Islands Council Summer Concert, and the Shetland Islands Council Summer Dance.



Days Out at Quendale Watermill

Quendale Watermill is a traditional watermill that has been open to the public since 1980. The mill is a great place to visit if you are looking for a unique and historic experience. The mill is a great place to visit if you are looking for a unique and historic experience.



The Mousa Boat

The Mousa Boat is a traditional wooden boat that has been open to the public since 1980. The boat is a great place to visit if you are looking for a unique and historic experience. The boat is a great place to visit if you are looking for a unique and historic experience.





Feature Ports & Piers

Editorial This is a news based feature compiled by *The Shetland Times* newsroom.

Photography Supplied by the advertiser (no guaranteed usage) or by *The Shetland Times* photographer if required.

What the feature is about **THE MARINE SECTOR** is the lifeblood of Shetland's economy. Shetland's ports provide employment and amenities for locals and visitors and also help businesses surrounding the communities they are located. This connection is embraced within this feature, pulling together marine and industry sectors as well as retail businesses (e.g. cafes, tours, artists, museums, youth centres, pubs and clubs etc.) based in and around the ports and piers to bring industry news and community related stories.

Ports & Piers Scalloway & Rural Locations
Friday, 6th July 2023

Harbour is hub to rural ports

PORTS REPORT
The harbour is the heart of Shetland's economy, and the main gateway to the islands. It is a hub for the marine sector, providing employment and amenities for locals and visitors. The harbour is also a key link to the rural ports, which are essential for the islands' economy.

Ports are lifeblood of a vibrant economy

LOCAL BUSINESS
The marine sector is the lifeblood of Shetland's economy, providing employment and amenities for locals and visitors. The harbour is a key link to the rural ports, which are essential for the islands' economy.

THE CORNERSTONE CAFE
A vibrant new cafe, The Cornerstone Cafe, has opened in the heart of the town. The cafe is a hub for the community, providing a place for locals and visitors to meet and socialize.

NIGHT BITES FISH & CHIP SHOP
For late night bites, Night Bites Fish & Chip Shop is the place to go. The shop is open late, providing a place for locals and visitors to enjoy a meal.

Smile Key Arts
Smile Key Arts is a community arts group, providing a place for locals and visitors to enjoy art and culture.



What the feature is about **WHEN IT COMES** to the hospitality trade in particular, everyone loves and appreciates a great menu, good service, knowledgeable team members and a tasty plate of scrumptious food at the end of that process. Promote something as simple as your opening hours or go into more detail with your special offers, full menu, themed nights, specials menu, music with food events, drinks menu, fresh home bakes, invitation only events or your use of fantastic local products. We aim to help you get even more well-known for your delicious and tasty produce.

[illegible]



Motoring

Friday,
25th August, 2023

Feature **Motoring**

Editorial The Shetland Times newsroom will contact companies for their editorial.

Photography Taken by The Shetland Times photographer (no guaranteed usage).

What the feature is about **TIMED TO COINCIDE** with the summer registration, our motors feature is designed to celebrate all motor vehicles – cars, vans, trucks, motorbikes, off-roaders and quads. If you are a dealership we can help you promote your range of vehicles, whether it's the latest electric car or a range of used vehicles. The feature is also a great place to promote your motoring-related services, whether that's servicing, MoTs, autobody services or anything else. It's also the best spot to let customers know about your range of motoring supplies from spare parts to professional cleaning solutions. Do you offer valets, tuning services or tyre replacements? Then this is a great place to promote yourself.



Motoring

Isles dealers do all they can to keep you moving while out on the open road

The Shetland Times is pleased to be an exciting new feature for the Shetland motoring community. Many of the big names are seeking new, value-added services with a range of features, including car insurance, finance, maintenance, and more. From well-known brands such as Toyota, Mazda, Volkswagen, and others, to other businesses providing garage, servicing, and car products such as Shetland Mechanical Services, Shetland Motors, and JPS Automotive, there's always something to check out.

The Shetland Times is pleased to be an exciting new feature for the Shetland motoring community. Many of the big names are seeking new, value-added services with a range of features, including car insurance, finance, maintenance, and more. From well-known brands such as Toyota, Mazda, Volkswagen, and others, to other businesses providing garage, servicing, and car products such as Shetland Mechanical Services, Shetland Motors, and JPS Automotive, there's always something to check out.



MAZDA2 & MAZDA2 HYBRID



MAZDA is a leader in the car industry, and we're proud to be part of the Mazda family. We're a team of experts, and we're here to help you with everything you need to know about Mazda. We're a team of experts, and we're here to help you with everything you need to know about Mazda.

MAZDA is a leader in the car industry, and we're proud to be part of the Mazda family. We're a team of experts, and we're here to help you with everything you need to know about Mazda. We're a team of experts, and we're here to help you with everything you need to know about Mazda.

We will provide a fixed format for you to supply your event dates and details.

[illegible]



<i>Editorial</i>	This is a news based feature compiled by <i>The Shetland Times</i> newsroom although participating businesses may supply their own editorial text (400 word maximum).
<i>Photography</i>	Supplied by the advertiser (no guaranteed usage) or by <i>The Shetland Times</i> photographer if required.

What the feature is about **FOCUSSING ON THE** important issue of climate related news, we bring together a host of businesses with strong links to this sector. Published on the same week as the national event, we produce articles covering waste, sea litter, energy savings, recycling, future energy, growing local produce, biodiversity, insulation and all other relevant local climate issues. To combat the challenges of climate change.

Scottish Climate Week

28th September - 2nd October

Fishermen bag a staggering 58 tonnes of waste while working

Host of events to be run locally

Scottish Fishermen's Association (SFA) members

Scottish Fishermen's Association (SFA) members have bagged a staggering 58 tonnes of waste while working in the waters off the west coast of Scotland, as part of a campaign to encourage sustainable fishing and reduce plastic waste. The SFA, which represents over 1,000 fishermen across Scotland, has been working with the Scottish Government and the Marine Scotland Fisheries Department to launch the 'Fishing for a Greener Future' campaign. The campaign aims to reduce the amount of plastic waste generated by the fishing industry and encourage fishermen to use sustainable fishing practices. The SFA has been working with the Scottish Government and the Marine Scotland Fisheries Department to launch the 'Fishing for a Greener Future' campaign. The campaign aims to reduce the amount of plastic waste generated by the fishing industry and encourage fishermen to use sustainable fishing practices.

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WORRIED ABOUT YOUR ENERGY BILLS?

You need some advice on your heating bills and gas energy bills. Call the Helpline on 0800 800 100 and ELUKA from The Scottish Government's Energy Advice Line for more information.

Call us now on 0800 800 100 to complete the Home Energy Assessment and get your energy bill checked.

Start your energy bill check today. It's free and it's easy.

Protect our planet

Innovative recycling books for all ages

Available from **BOOKSHOP** at www.scottishclimateweek.co.uk

Scottish Government

Scottish Environment Protection Agency

Scottish Fishermen's Association

Scottish Climate Week

Scottish Government

Scottish Environment Protection Agency

Scottish Fishermen's Association

Scottish Climate Week

Feature National Fitness Day

Editorial This is a news based feature compiled by *The Shetland Times* newsroom although participating businesses may supply their own editorial text (400 word maximum).

Photography Supplied by the advertiser (no guaranteed usage) or by *The Shetland Times* photographer if required.

What the feature is about A MIXTURE OF news based stories providing the opportunity to highlight the benefits and role physical activity plays across the UK and locally. Raising awareness brings people together and positively impacts their physical, mental and social wellbeing. Get readers motivated and break down any barriers that may be stopping someone getting started, showing that fitness benefits everyone.

NATIONAL FITNESS DAY WEDNESDAY 21st SEPTEMBER 2022

A fit-ting day to get inspired and be physically active

National Fitness Day 2022 will take place next Wednesday. It's a chance to highlight the role physical activity plays across the UK, helping raise awareness of its importance in enabling everyone to lead healthy lives and improve physical activity.

The focus of the day is "Fitness for All". Organisers say physical activity has the ability to bring people together and positively impact on all of our physical, mental and social wellbeing.

During the campaign, there will be a celebration to have a huge range of activities can be inspired by generations of all ages and backgrounds. Fitness Day aims to celebrate what fitness means to people, promoting and inspiring people to active more, creating difference in our all.

The event aims to break down the barriers that stop people being active, showing that fitness is for everyone.

Activities taking place include: yoga and pilates classes, treadmill challenges, stair sets, stone walks, circuit workouts – and much, much more.

To get readers motivated, we take a close-up look at two sports which are enjoying a boost in the late of the summer – weight training and boxing. Both in the interest in weight training, the dedication of our health has now been quality for the Official Strength Training being held and the year of the year.

There is a host of information in the following pages about how anyone can take part in National Fitness Day.

More information can be found at: www.nationalfitnessday.com

National Fitness Day
BECOME MORE ACTIVE. MORE OFTEN. WITH YOUR LOCAL LEISURE CENTRE!

Are your children looking to learn your fitness journey? Are you a fitness enthusiast looking to learn your fitness journey? Are you a fitness enthusiast looking to learn your fitness journey?

Otago Programme

Are you over 65?
Do you struggle with your balance?
Do you want to be more active and healthy?
This programme could be for you.

Genetic strength and balance exercises

At your local Leisure Centres

All you need to do is complete a self-referral form and attend an assessment appointment.

For more information, contact your local Leisure Centre or visit www.nhs.uk

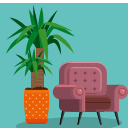
Feature **Shetland Wool Week**

Editorial The Shetland Times newsroom will contact companies for their editorial.

Photography Supplied by the advertiser (no guaranteed usage) or by *The Shetland Times* photographer if required.

What the feature is about **CELEBRATING THE ANNUAL** and very popular Shetland Wool Week we also help to highlight the many related events and those participating. From designers, manufacturers, retailers, book sellers to practical classes, the range of yarn, patterns and accessories available, if you're in the knitwear trade, take advantage and be in our feature too!





Homes, Interiors & Design

Friday,
29th September, 2023

Feature Homes, Interiors & Design


Editorial The Shetland Times newsroom will contact companies for their editorial.

Photography Taken by The Shetland Times photographer (no guaranteed usage).

What the feature is about **EACH PERSON'S HOME** is their palace. This is therefore a very popular feature for home owners interested in home decor, furnishings, furniture, TVs, gadgets, fashion, current or passing trends. Being able to see, feel touch, test, sit in, lay down on or try products locally before buying them is the unique selling point for our participating advertisers. Invite our readership to visit your retail premises by booking your advertising slot with us, and allow them to benefit from your advice and product knowledge before gaining another sale.

The Shetland Times
Homes, Interiors & Design
Friday, 8th October, 2021

Now is the time to get your house looking and feeling like a home







OPENING TIMES
Mon-Sat 9am-5pm
E: shop@gs-flooring.co.uk
01595 695378

G+S Flooring LTD
SPECIALISTS IN ALL FLOORING

Now that autumn is here and we are spending more time indoors, is the ideal time to think about home interiors. A little help from us will ensure you avoid the need to wait for your new flooring, carpets, vinyl and tiles to arrive, and if they do, we have it in stock they will be happy to order it for you. They will also offer valuable advice to customers so that you can have confidence in your purchase.

RECENTLY DELIVERED
A recent delivery to a local home owner was a large quantity of carpet, vinyl and tiles. The customer was very happy with the service and the quality of the products. The delivery was made on time and the customer was very satisfied with the results.

WELCOME TO BUILDBASE
We are a leading supplier of building materials and hardware. We have a wide range of products to suit all your needs. We are committed to providing a high level of service to our customers. We are a member of the Building Materials Federation (BMF) and the British Woodworking Federation (BWF).

buildbase.co.uk    

Tel: 01595 695357
Founded 1916, Lonsdale, Shetland ZE1 1HJ
Hours: Mon-Fri 8.00am-5pm, Sat 9am-1pm



Health & Wellbeing

Friday,
6th October, 2023

Feature **Health & Wellbeing**

Editorial Supplied by the advertiser (75 words).

Photography Supplied by the advertiser (no guaranteed usage).

What the feature is about **WORLD MENTAL HEALTH** Day is an international day for global mental health education, awareness and advocacy against social stigma. It's so important our readers can access the services and advice they require locally. If your company or organisation is involved in this sector, or with general overall health and wellbeing, we welcome your participation.

24 Friday 6th October 2023 | The Sheffield Citizen

Health & Wellbeing

Friday
6th October, 2023

World Mental Health Day is on Tuesday.
The Covid pandemic and the resulting economic uncertainty have negatively affected many people's mental health and wellbeing, and elevated concerns for those already living with a mental illness.

It is noted that one in four of us will experience a mental health problem each year. That could be a family member, a friend, a colleague, or it could be you.

In our first national mental health crisis, the Sheffield Times today provides some useful information and guidance from local agencies and organisations.

Sheffield Community Blue Project
The Community Blue Project is a national initiative to support people with mental health problems. It is a partnership between the NHS, local authorities, and voluntary organisations. The project aims to provide a range of services, including: support groups, one-to-one support, and crisis support. For more information, visit www.communityblueproject.org.

Mental Health Service
The Mental Health Service is a partnership between the NHS, local authorities, and voluntary organisations. It aims to provide a range of services, including: support groups, one-to-one support, and crisis support. For more information, visit www.mentalhealthservice.org.

New Day Sign
The New Day Sign is a national initiative to support people with mental health problems. It is a partnership between the NHS, local authorities, and voluntary organisations. The sign aims to provide a range of services, including: support groups, one-to-one support, and crisis support. For more information, visit www.newdaysign.org.

Whatever you're facing we're here to listen
116 123
Email: jo@sheffieldsams.org
Twitter: [@sheffieldsams](https://twitter.com/sheffieldsams)
Local Area Team: 112 Charles Street, Lincoln 201 111

SAMARITANS

Continuity Support
Continuity Support is a national initiative to support people with mental health problems. It is a partnership between the NHS, local authorities, and voluntary organisations. The support aims to provide a range of services, including: support groups, one-to-one support, and crisis support. For more information, visit www.continuitysupport.org.

SCAS
SCAS is a national initiative to support people with mental health problems. It is a partnership between the NHS, local authorities, and voluntary organisations. The support aims to provide a range of services, including: support groups, one-to-one support, and crisis support. For more information, visit www.scas.org.

150



Feature Christmas Gifts

Editorial Supplied by the advertiser (75 words).

Photography Supplied by the advertiser (must supply high quality product images).

What the feature is about **THIS FEATURE IS** designed to help take the headache out of gift buying for our readers. As a Shetland-based company, we understand the need to support local firms and throughout the year our campaigns encourage people to shop locally. This is most important around the crucial Christmas rush. So take part to give your business the chance to pick up more local custom with our specially-designed feature that allows you to choose the items you want to promote. Get it right and it will help ensure your business enjoys a merry run-up to Christmas.

The Shetland Times

Friday, 5th November, 2021

Christmas Gifts

Plenty of inspiration to help you get Christmas wrapped up early

Christmas may still be a few weeks away, but it's time to start thinking about the perfect gift for your loved ones. Whether you're looking for something practical or a little bit of luxury, we've got you covered. From the latest in home technology to the most popular toys, we've got everything you need to make sure your Christmas is the best one yet. So take a look at our specially selected gifts and you'll be well on your way to a merry Christmas.

Ease the strain with folding seats
Page 50

Put a cheery smile on the face of food lovers
Page 20

Keep a loved one cosy over the winter months
Page 40

www.jbautoparts.co.uk

Gifts & accessories

Tools

Tool Storage

Tokens

£10

Lighting

Car Care

J Burgess Holmgarth Road, Lerwick, ZE1 0PW **01595 692896**



Business Christmas Greetings

Friday,
8th December, 2023

Feature Business Christmas Greetings

Editorial No editorial required for this feature.

Photography No photography in this feature.

What the feature is about **LET YOUR CUSTOMERS** know when your business is open over Christmas and New Year and share your festive message with them in our comprehensive Christmas Business Greetings feature.

It's also a nice opportunity to thank customers for their support throughout the year.

The collage features several business Christmas greetings cards. At the top, a card from 'BUSINESS GREETINGS & FESTIVE OPENING TIMES' has a festive background with red berries and a snow-covered landscape. Below this, there are several smaller cards. On the left, a card from 'Bree Building Centre' lists festive opening hours for Christmas Eve, Christmas Day, and Boxing Day, along with contact information. In the center, a card from 'FLJ' wishes clients, customers, and friends a Happy Christmas and a Prosperous 2021, featuring a small illustration of a person. To the right, a card from 'Merry Christmas' shows a snowman and gingerbread cookies. Below these, there are three more cards. On the left, a card from 'TULLOCH DEVELOPMENTS' wishes clients, customers, and suppliers a Merry Christmas and a Prosperous 2021, with contact details. In the center, a card from 'G & S Flooring Ltd.' wishes customers a Merry Christmas and a Happy New Year, mentioning closing times on Saturday and opening on Tuesday. On the right, a card from 'Garriock Bros. Ltd' wishes customers a Merry Christmas and a Happy New Year, mentioning closing times on Tuesday and Wednesday. At the bottom right, a card from 'G & S Flooring Ltd' wishes customers a Merry Christmas and a Happy New Year, mentioning closing times on Saturday and opening on Tuesday.

2024 Feature Publication Dates

Multiple booking discounts available when booking more than one feature.

Build your own package today and get the best coverage and deal.

Valentine's	2nd Feb
Landwise Part 1	9th Feb
Harbour Voice	1st Mar
Business Quarter 1	8th Mar
Mother's Day	15th Mar
Energy Efficiency & Recycling	22nd Mar
Weddings	29th Mar
Landwise Part 2	5th Apr
On the Water	12th Apr
National Pet Month	19th Apr
Gardening and Outdoor DIY	3rd May
Honesty Box/Cake Fridges	24th May
Business Quarter 2	31st May
Father's Day	7th Jun
Oot and Aboot	14th Jun
Rural Shops	21st Jun
Salloway Ports & Piers	5th Jul
Eating Out	19th Jul
Landwise Part 3	2nd Aug
Motoring	23rd Aug
Community Halls	6th Sep
Scottish Climate Week	13th Sep
National Fitness Day	13th Sep
Wool Week	20th Sep
Homes, Interior and Designs	27th Sep
Health and Wellbeing	4th Oct
Business Quarter 3	11th Oct
Christmas Gifts	1st Nov
Landwise Part 4	22nd Nov
Business Christmas Greetings	6th Dec
Business Quarter 4	13th Dec