

# THE Scots MAGAZINE

## MEDIA PACK

Celebrating Scotland

people | places | culture | leisure



## Introduction

243,000  
readers  
every month

25,109  
ABC audited  
circulation

200%  
increase in website  
users y-o-y

12,600  
social media  
followers



13,180  
subscriber  
base

### The magazine

The Scots Magazine, the oldest magazine in the world, is packed with entertaining and informative features on Scotland's people, places, culture and leisure. Every issue celebrates Scotland's rich urban and rural life – from the great outdoors to the vibrant city scene; all complemented by stunning photography.



The Scots Magazine remains the biggest selling Scottish interest title in the UK.

### The website - [www.scotsmagazine.co.uk](http://www.scotsmagazine.co.uk)

A place for consumers to be more engaged. The Scots Magazine life-style website is packed with unique content that compliments the magazine and offers our audience even more.



### Social Media

Facebook and Twitter pages to engage in conversation with our consumers.



@scotsmagazine

## Demographics

### UK Sales Share\*

51% East Scotland

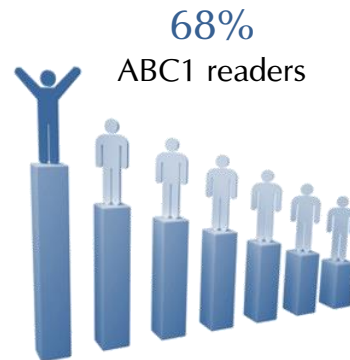
29% West Scotland

8% North England

5% Midlands

5% London and South East

1% Wales and South West



### Gender

Male 42%

Female 58%



47

Average reader age

### A valuable audience

- Over half of our readers are the main shopper of their household.
- Over half of readers of the title pass the magazine onto someone else once they have finished with it.\*
- The magazine is used as a key source of information, a third of our readers keep it and refer to it again.\*

### A receptive audience

- Readers of The Scots Magazine are a prime target for advertising as they are more likely to act upon adverts than the average, so therefore minimising wastage.
- Over half of our readers have acted on an advert seen within the magazine.\*



Sources: TGI Jul 13 – Jun 14 \*Scots Magazine reader survey 2014, \*UK Marketforce



The Scots Magazine provides brands with a number of different touch points to target our consumers, working together we can create an exclusive brand alliance package that provides added value and increased stand out.

Below is an example of some of the opportunities that the package can include...

- Inside front cover
- Outside back cover
- Full page
- DPS
- Inserts
- Page sponsorships
- Promotional coverage in magazine
- Reader offers
- Positions on subscribers newsletters/mailers
- Banner advertising
- Blog mention on [www.scotsmagazine.com](http://www.scotsmagazine.com)
- Facebook and Twitter mentions
- Enabled links to your website when mentioned in the Digital Edition.
- Digital-only ad pages in the first half of Digital Edition for one issue.

We also have The Scots Magazine directory, an exclusive editorially designed page within the magazine that provides you with the opportunity to achieve greater stand out in the magazine.



ERIBE put a contemporary twist on traditional Scottish knitwear. Crafted from the finest yarns, their knitwear is an exquisite mixture of garments and accessories for women, men & children. Proud of their Scottish heritage, ERIBE garments are made using expert craftsmanship and years of specialist knowledge that has been handed down from one generation to the next. [www.rhged.com/splash-out](http://www.rhged.com/splash-out)

## Contacts

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### Rates

DPS	£2,500
Full page	£1,500
Half page	£900
Quarter page	£600
Eighth page	£400
Inside front cover	£1,900
Outside back cover	£1,800
Classified	£25 per CCM
Inserts	£21 per 000
Lineage	£9 per line

Want to know about other DC Thomson brands?

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