

100 YEARS OF THE RAF | ROYAL DEESIDE ROAD TRIP

# THE Scots MAGAZINE

## skye spectacular

Discover the best to see  
and do on the Misty Isle

### FITNESS IN THE FOREST

We get physical with Scotland's  
Kilted Yoga superstar and YouTube  
sensation Finlay Wilson!



### SUMMER FESTIVAL FEVER

All that's hot at the Edinburgh  
International Film, Borders Book &  
Glasgow's West End Festivals

# THE Scots MAGAZINE

## Media Pack 2021



# About

**The Scots Magazine is the oldest magazine in the world, still in publication.**

Each month The Scots Magazine is packed with entertaining and informative features of 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.

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**Scots**  
MAGAZINE



**DC THOMSON**  
MEDIA



# Platforms

## Print & Digital Edition:

- On sale **3<sup>rd</sup> Thursday** of each month.
- Average Issue Sales: **22,689**  
(**61% of sales are subscription**)
- Regular readers: **220,000**

## Digital

Monthly Unique Users: **23,300**

Monthly Page Views: **53,000**

## Social Media

- Facebook: **23,000 Likes**
- Twitter: **36,000 Followers**
- Instagram: **38,900 Followers**



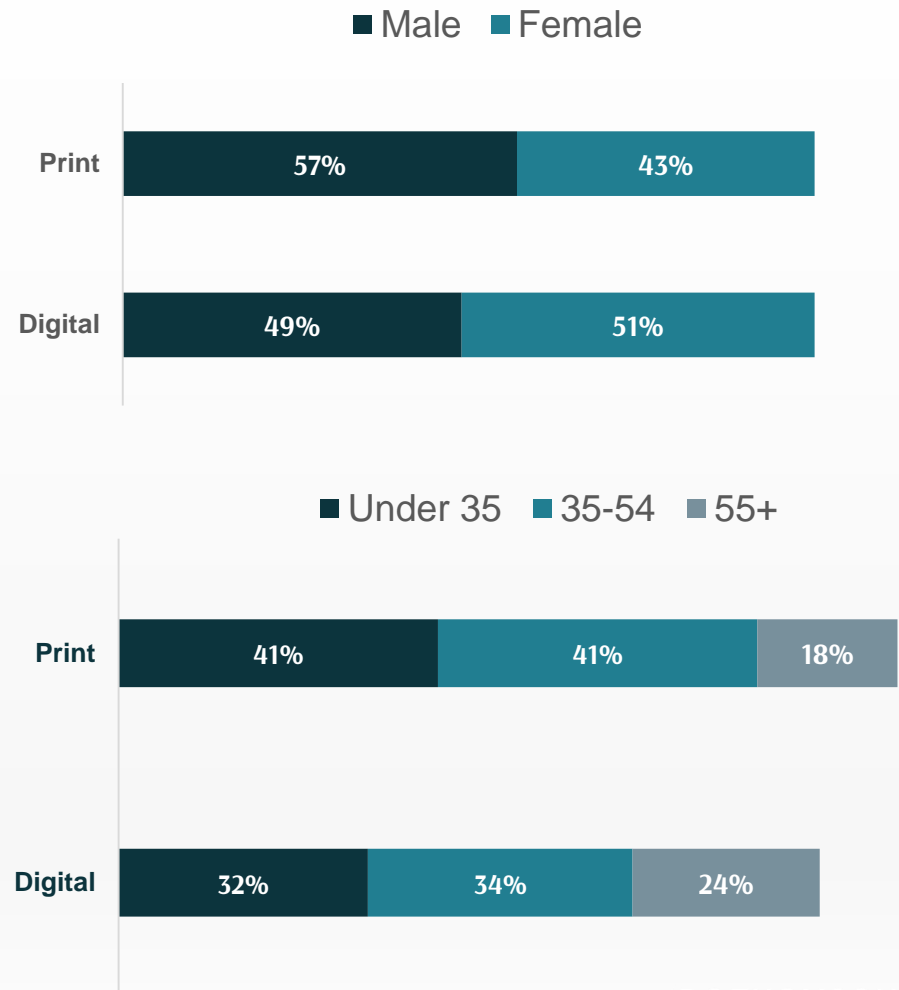
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# Audience Lifestyle

- Our readers are high-end consumers
- More than half are **ABC1 (64%)**
- **65%** are the **main shopper** in their household
- The **average age** of our reader is **39** years.
- **74%** of readers agree ***“It’s worth paying extra for quality goods”***
- Regular readers have savings & investments valued **81% higher** than the average UK adult

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## Demographics



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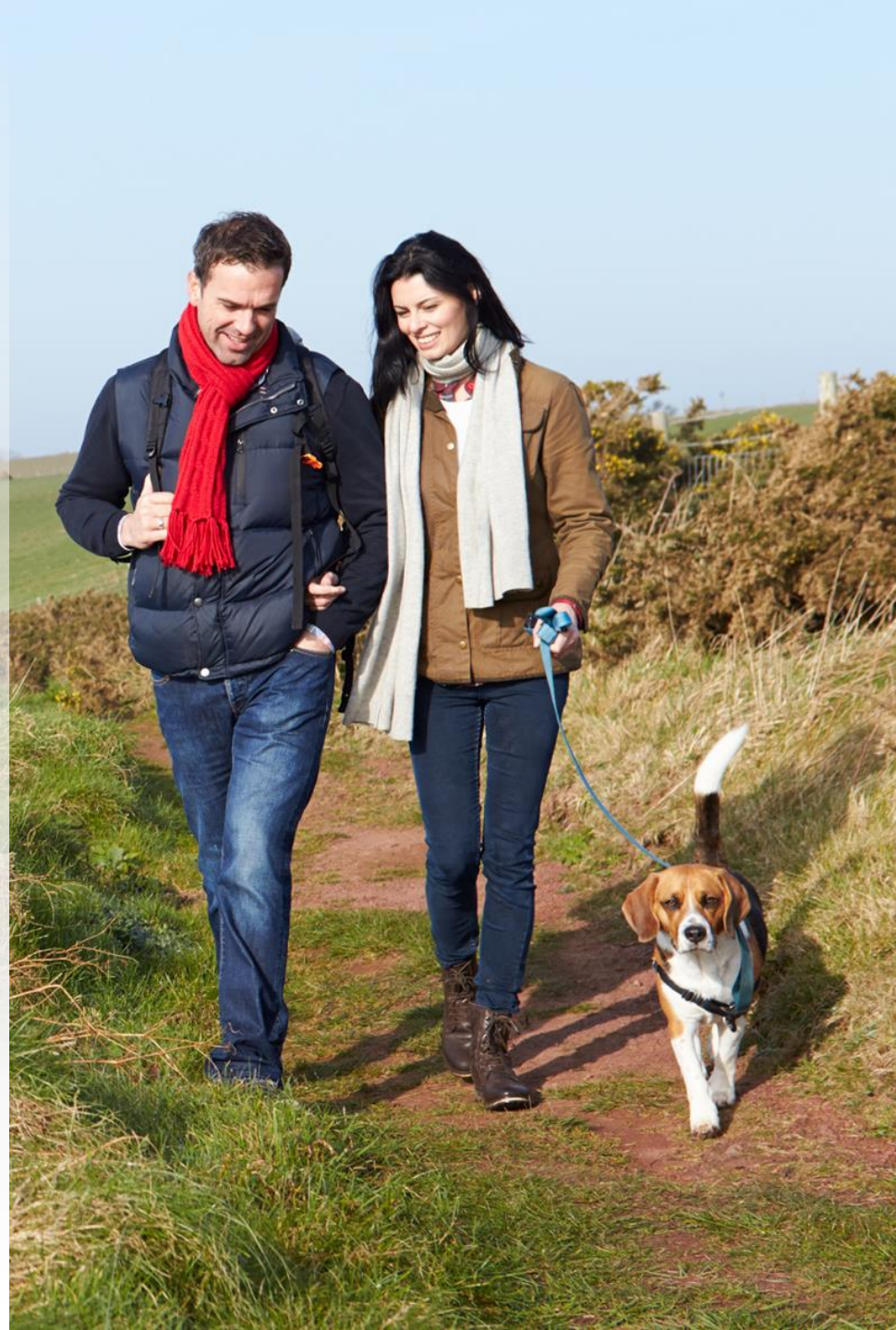


# Audience Travel

## Our readers enjoy holidays & short breaks

- **More than 2 out of 3 agree** “I am passionate about travelling”
- **Three times as likely** than the average adult to choose Scotland as a holiday or short break destination (index 382)
- Spend **101%** more than the average adult on short breaks
- **60%** intend to book a holiday or short break within the next 3 months (index 229)
- City breaks, golfing, lakes & mountains are all very popular types of breaks amongst readers

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# Audience

## Food & Drink

Our readers have a passion for food and drink

- **Seven times more likely** than the average adult to visit restaurants once a week or more (**index 749**)
- **1 in 5** are malt whisky drinkers
- **42%** visit restaurants during the day

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# Audience

## Leisure

### Our readers enjoy shopping and leisure

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- **69%** of readers agree “*shopping online makes my life easier*”
- **Seven times more likely** than the average to attend plays, opera, ballet, musicals, music concerts and art galleries (index 715)\*
- **44%** are interested in walking/hiking/rambling as a hobby
- **68%** agree “*I prefer to be active in my leisure time*”

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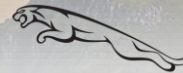


# Regular Advertisers



MAINS & TAYMOUTH  
FINE JEWELLERS & WATCHMAKERS

*Sheila Fleet*  
ORKNEY DESIGNER JEWELLERY



JAGUAR

WALKER

LUXURY JEWELLER

Hebridean Jewellery  
inspired by the beauty of the Outer Hebrides

  
ROLEX



CAIRNCROSS  
of PERTH

DUNMORE  
SCOTLAND



leisure &  
culture DUNDEE

ROSSLYN CHAPEL 1446



Atholl  
Estates  
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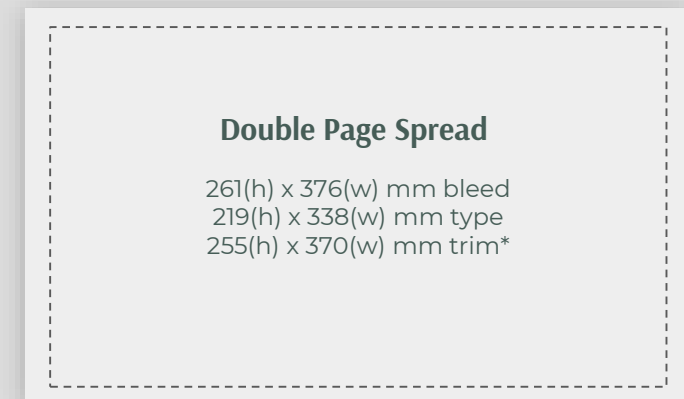
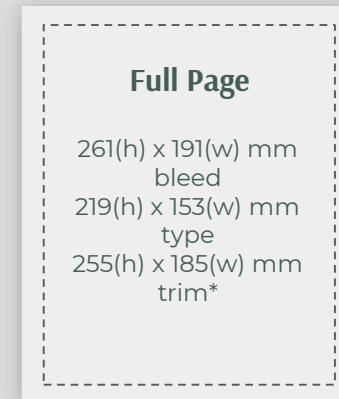
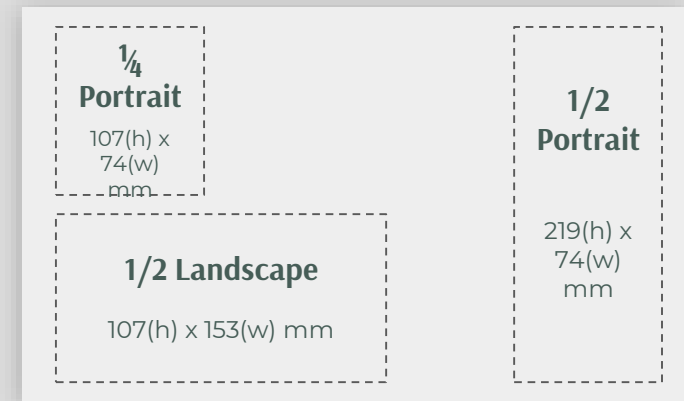


# ADVERTISING RATES & COPY DEADLINES

Advert Type	Price
1/4 Page	<b>£595</b>
1/2 Page	<b>£995</b>
Full Page	<b>£1795</b>
Double Page Spread	<b>£2995</b>
Inside Front Cover	<b>£1995</b>
Outside Back Cover	<b>£2995</b>
Inserts	<b>From £21</b>

Issue	Copy Deadlines	In store
May	30 <sup>th</sup> March	15 <sup>th</sup> April
June	28 <sup>th</sup> April	13 <sup>th</sup> May
July	26 <sup>th</sup> May	10 <sup>th</sup> June
August	30 <sup>th</sup> June	15 <sup>th</sup> July
September	28 <sup>th</sup> July	12 <sup>th</sup> August
October	25 <sup>th</sup> August	9 <sup>th</sup> September
November	29 <sup>th</sup> September	14 <sup>th</sup> October
December	27 <sup>th</sup> October	11 <sup>th</sup> November
January	24 <sup>th</sup> November	9 <sup>th</sup> December
February	22 <sup>nd</sup> December	13 <sup>th</sup> January
March	26 <sup>th</sup> January	10 <sup>th</sup> February
April	23 <sup>rd</sup> February	10 <sup>th</sup> March

\*NB: Trim is only supplied to indicate finished size of magazine.





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