

ABOUT US

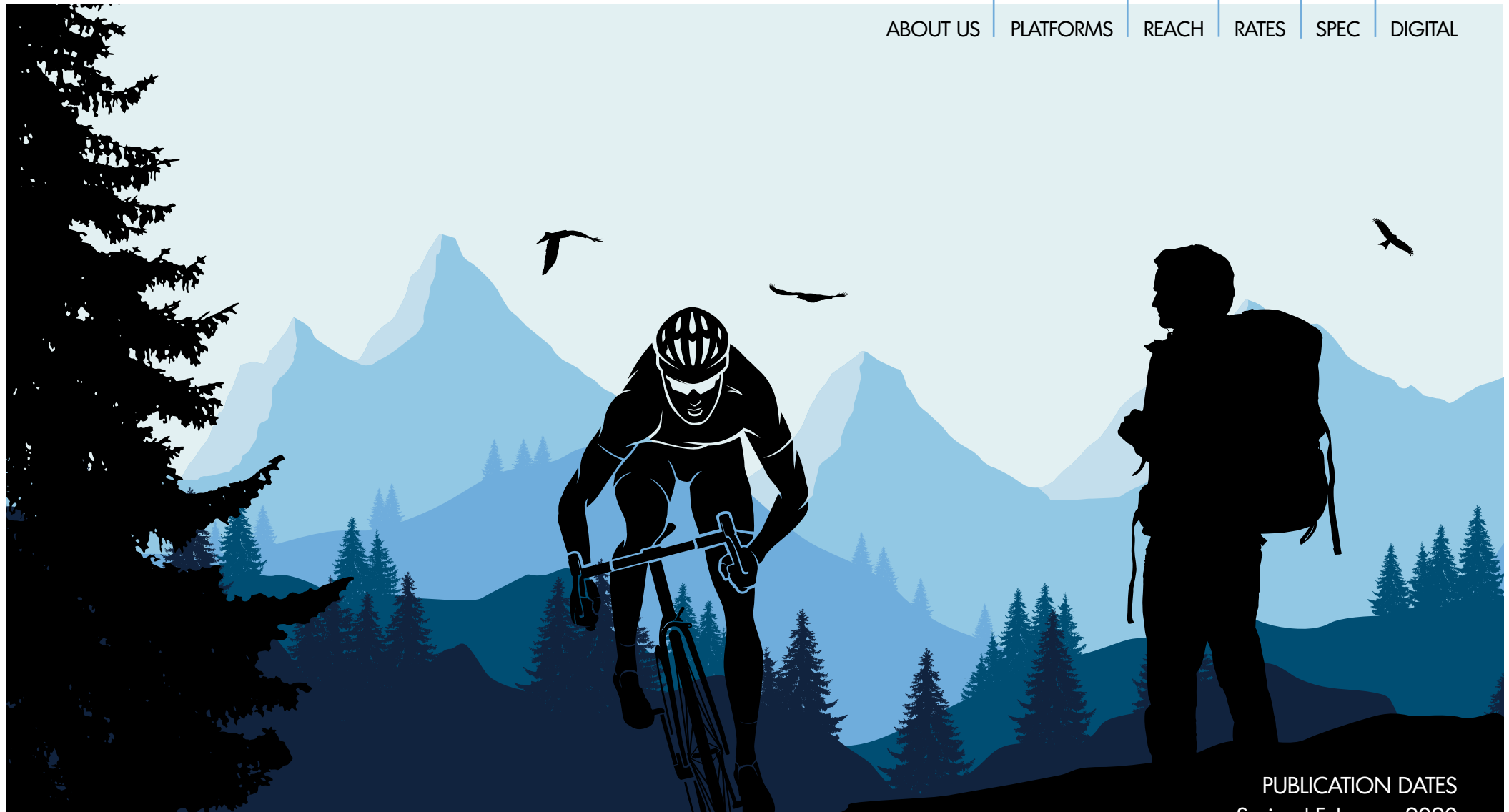
PLATFORMS

REACH

RATES

SPEC

DIGITAL



SCOTTISH  
**WALKS&CYCLING**

PUBLICATION DATES  
Spring | February 2020  
Summer | May 2020  
Autumn | August 2020  
Winter | November 2020

**MEDIA PACK 2020**

# About us

An introduction to Scottish  
Walks & Cycling magazine

## Welcome to Scotland's hike and bike magazine.

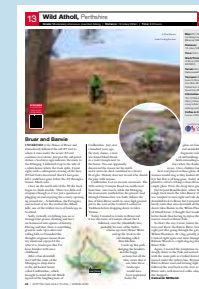
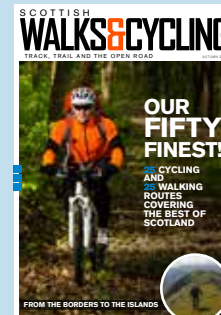
Scotland has so much to offer, whether on foot or on the saddle of a bike and many of our readers, walkers and cyclists alike, asked why we don't just combine Scottish Walks and Scottish Cycling into one title?

So that's exactly what we've done.

With our walking routes, we aim to help people enjoy Scotland's countryside in a responsible way, through a range and variety of walking routes, ranging from tough mountain walks to easy strolls in and around our towns and cities that will suit everyone, from the raw beginner to the experienced Rambler. Our contributors are all regular walkers and writers who know the less travelled trails of the nation like the backs of their hands and they will be sharing all the information required to get our readers out there, enjoying the wild places of this glorious country of ours.

In our cycling routes, we're getting out and about checking out all kinds of cycling routes for our readers to enjoy, from off-road experiences on the wilder tracks and trails of Scotland to road routes for all abilities. Our routes are relaxed with an emphasis on cycle touring and recreational cycling on both road bikes and mountain bikes, aimed somewhere between the beginner and the slightly more experienced but not fanatic rider with an emphasis on encouraging people to 'get on their bikes' and enjoy what Scotland has to offer.

The Scottish Walks & Cycling team has been publishing outdoor magazines for over 35 years. We want to continue encouraging people to get outdoors and enjoy the beauty of Scotland. We hope you will continue to support us in that aim and we look forward to working closely with you during the next twelve months and beyond.



**PUBLISHED BY**  
Newsquest Media Group  
125 Fullarton Drive, Glasgow,  
Lanarkshire G32 8FG

**ADVERTISING**  
Dali Dahmane  
Head of Advertising  
0141 302 7759  
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# Platforms

Scottish Walks & Cycling can be accessed through a wide range of platforms – from print to digital

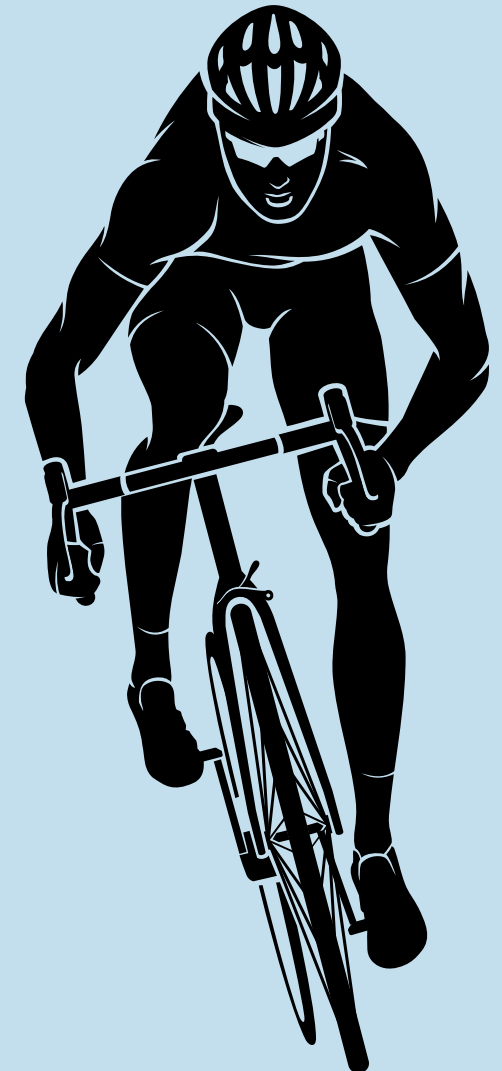
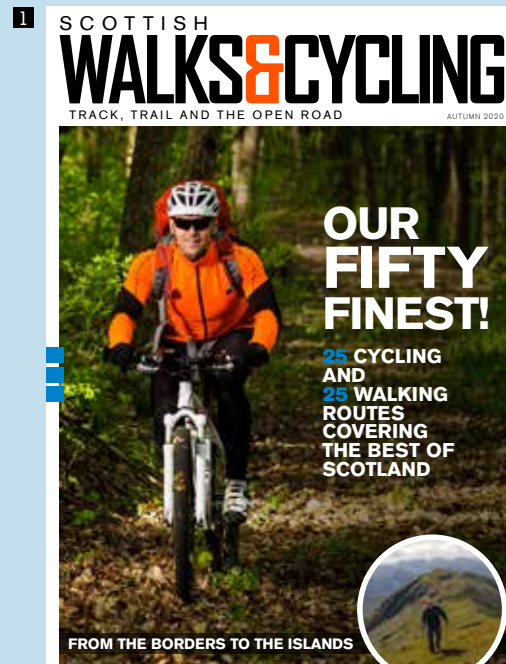
## 1 MAGAZINE

Where it all started. Scottish Walks & Cycling in print, 4 issues a year

## 2 DESKTOP DIGITAL EDITION

## 3 TABLET DIGITAL EDITION

## 4 SMARTPHONE DIGITAL EDITION



# Reach

The Scottish Walks & Cycling community continues to grow – via targeted print distribution, social networks, our website and events

# 200,000+

Scottish Walks & Cycling combined audience reach

# 15,000+

Scottish Walks & Cycling print circulation

# 40,000+

Scottish Walks & Cycling digital edition circulation

Our distribution has been specifically designed to incorporate specific, tailor-fitting layers that will ensure maximum availability for Scottish walkers and cyclists as well as market saturation for advertisers.

**National media** - no less than 15k copies will be given away FREE with The Herald on Sunday newspaper.

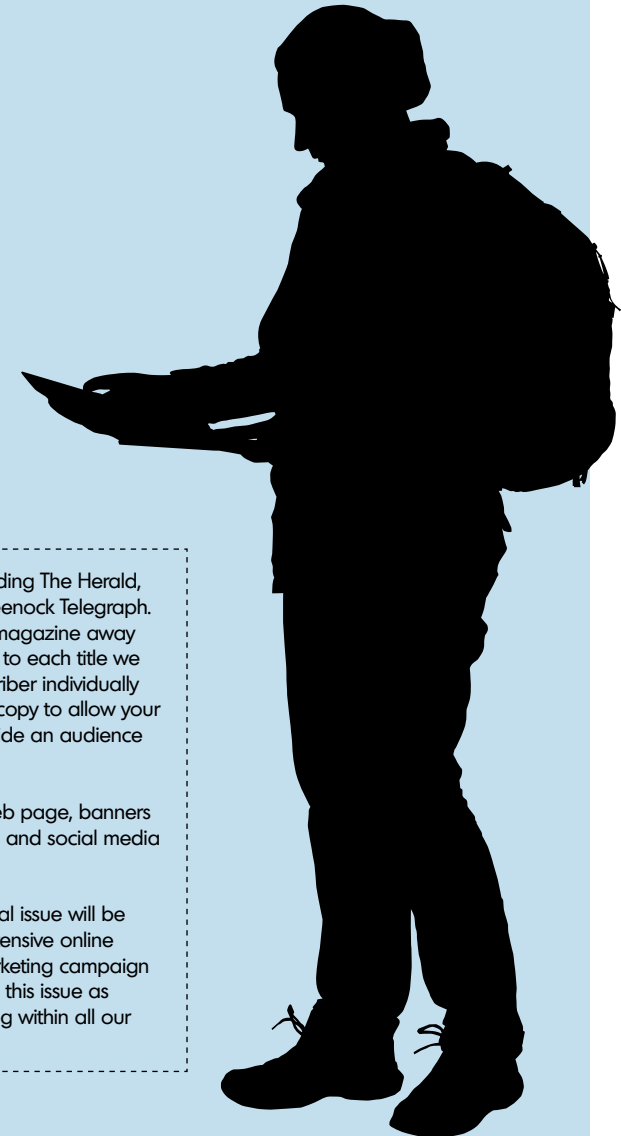
**Digital subscribers** - the magazine will be sent to our 19k requested digital subscribers.

**Local and national media** – 20k FREE copies will be given away to our expanding number of digital subscribers across our Scotland-wide portfolio of 24

newspaper titles including The Herald, The National and Greenock Telegraph. As well as giving the magazine away as a FREE supplement to each title we will target each subscriber individually with their own digital copy to allow your adverts to reach as wide an audience as possible.

**Online** – Our own web page, banners on our sister titles sites and social media channels.

**Marketing** – this digital issue will be supported with an extensive online and social media marketing campaign offering free access to this issue as well as print advertising within all our newspaper titles.



# Rates

## PRINT

### FULL COLOUR DISPLAY POSITION

Eighth Page	£450
Quarter Page	£850
Half Page	£1650
Full Page	£2995
Double Page Spread	£5500

### COVERS - FULL COLOUR

Inside Back Cover	£3,100
Inside Front Cover	£3,300

### SPONSORSHIP Price on application

### INSERTS Price on application

These are accepted for loose insertion.  
Size must not exceed 260mm(h) x 180mm(w)

### VOLUME DISCOUNT

2 Bookings	5% discount on above
3 Bookings	10% discount on above
4 Bookings	15% discount on above

Agency commission - 10%

\* Please ensure you are given a booking reference by your account exec.

## ADVERTISING

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Head of Advertising  
0141 302 7759  
dali.dahmane@heraldandtimes.co.uk

### COPY REQUIREMENT

**Complete Artwork:** We prefer to accept advertising in the following formats: Press Optimised PDF; Illustrator EPS; Photoshop EPS, JPEG or TIFF at 300dpi. (Fonts should be embedded/outlined to paths and all pictures should be CMYK).

**In-house Design:** Advertisements can also be made up in-house by our production staff. Text and images should ideally be emailed. Digital images may be supplied on CDs or via link to download and must be large enough to be printed at 300 dpi at the target size. JPEG compression, if used, must be kept at a high level to ensure colour is not lost. Low resolution images cannot be accepted.

If you have any query regarding these specifications please call our production department on 0141 302 7747.

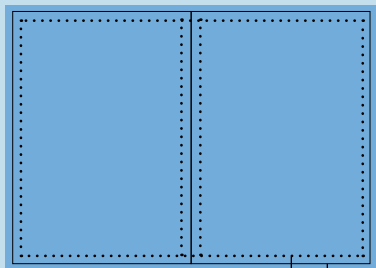
**NB.** Finished page size is 297mm (H) x 210mm (W) with a 3mm bleed all round. Please see next page for full ad size specification.

**NBB.** It should be noted that the Magazine Division of Newsquest (Herald & Times) Ltd will NOT, under any circumstances, accept copies of fonts. Fonts are licensed to the purchaser and may only be copied for the purposes of backing up. It is illegal to copy fonts in any form (ie to external disks, via ISDN etc). Further advice on fonts and their usage can be obtained from Fontworks on 0207 226 4411.



# Spec

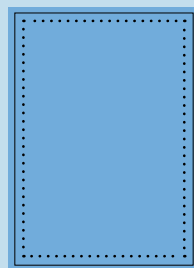
## MECHANICAL DATA



### DOUBLE PAGE SPREAD

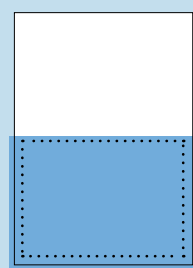
Trim: 297mm(h) x 420mm(w)  
 Bleed: 303mm(h) x 426mm(w)  
 Type: 280mm(h) x 402mm(w)  
 Gutter 18mm (9mm on each page)

Trim  
 Type  
 Bleed



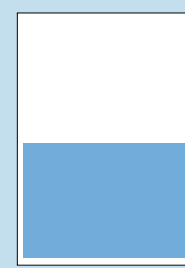
### FULL PAGE BLEED

Trim: 297mm(h) x 210mm(w)  
 Bleed: 303mm(h) x 216mm(w)  
 Type: 280mm(h) x 192mm(w)



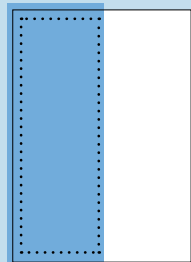
### HALF PAGE HORIZ BLEED

Trim: 146mm(h) x 210mm(w)  
 Bleed: 151mm(h) x 216mm(w)  
 Type: 135mm(h) x 192mm(w)



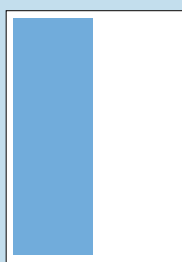
### HALF PAGE HORIZ

Type: 135mm(h) x 192mm(w)



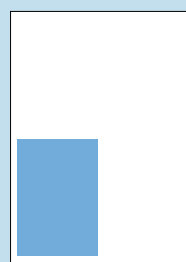
### HALF PAGE VERT BLEED

Trim: 297mm(h) x 103mm(w)  
 Bleed: 303mm(h) x 106mm(w)  
 Type: 280mm(h) x 94mm(w)



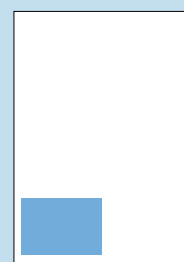
### HALF PAGE VERT

Type: 280mm(h) x 94mm(w)



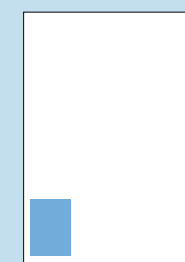
### QUARTER PAGE

Type: 135mm(h) x 94mm(w)



### EIGHTH PAGE

Type: 65mm(h) x 94mm(w)



### SIXTEETH PAGE

Type: 65mm(h) x 45mm(w)

**NB.** The trim area defines the size the page will be cut to. You should avoid the use of text up to the edge of the page, ideally keeping any important text within the 'type' area defined above. Where you require adverts to bleed off the page, a bleed area of 3mm all round should be added to the trim specs, as detailed above.



# Digital

## 1 WEBSITE LANDING PAGE

Leaderboard - positioned at top of website landing page.

Banner - positioned at bottom of landing page.

£595 per issue

Specification: JPG only  
900 pixels wide x 100 pixels deep

## 2 DIGITAL EDITION EMAIL NOTIFICATION

Digital edition gets sent out to all 19,000 Scottish Walks & Cycling digital edition subscribers.

Banner advertising is available, positioned at the top of the notification email.

£595 per issue

Specification: JPG only  
900 pixels wide x 100 pixels deep

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