scottish walks

MEDIA PACK

Publication dates:

Spring – February 2013
Summer – May 2013
Autumn – August 2013
Winter – November 2013

If you're *serious* about *targeting* Scottish walkers, then *Scottish Walks* has the answers.

MORE THAN A STROLL

Click here to view the launch issue of Scottish Walks

There was a time, and not that long ago, when everyone walked everywhere. In many countries of the world that is still the case. Sadly, here in the western world our reliance on motorised transport means that fewer and fewer of us walk any distance at all on a daily basis.

Health organisations recommend we walk 10,000 paces a day – about five miles, but that is beyond the ability of a great many people, while others claim they just don't have the time to walk five miles in a day. And who wants to walk for miles around city streets?

But here in Scotland we're fortunate. Small but perfectly formed, this little country of ours can boast some of the most beautiful, and most diverse, landscapes in Europe. Add to that the best access legislation in the world and what you get is a paradise for walkers. Whether you want to climb some hills, and Scotland boasts the finest hillwalking in the UK, or wander along a short section of our 7000 mile long coastline, lose yourself (figuratively speaking) in one of our ancient woodlands or hike in the footsteps of history, Scotland has it all – and it's all on our doorstep.

Walking through such landscapes has a lot going for it. It's a healthy activity, it's fat-burning, it's green, and best of all – it's free! The weather isn't perfect, I'll give you that, and we often curse the maritime climate that sometimes feels like five months of winter and seven months bad weather but that's rarely the truth of it. The weather can be fickle but it's those very complexities that often create the moods and impressions – the atmospheres – that make walking in Scotland such a unique experience.

And it's that unique experience we want to capture in Scottish Walks, through a range and variety of walking routes 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.

Scottish Walks will follow great routes along indented coastlines, across islands, through ancient forests of Caledonian pine, over rugged mountains and through long, empty glens, watching short-eared owls hunt over border moors or delighting in the sight of a golden eagle soar over his highland domain, reminding ourselves of the rich rewards there are to be discovered in this land of the mountain and the flood. The quality of the photography, alone, will be enough to inspire many.

Whether it be climbing the hills, hiking long distance treks through the glens or taking coastlines rambles, Scotland's spirit-of-place will infuse our readers' spirit and draw them back time and time again, just as it does mine. This is the land that forms the bedrock, the foundation of my own passion for wild places. Scottish Walks will lay the foundations of such passion in others too.

Cameron McNeish, Editor

Through his writing and popular television programmes Cameron McNeish is recognised as one of the UK's best known walkers and commentators. Cameron is currently President of the Backpackers Club, Vice-President of Ramblers Scotland and Patron of Mountain Aid. He was recently awarded an Honorary Fellowship of the Royal Scottish Geographical Society for his services to geography in Scotland and he lives in Newtonmore in the Scottish Highlands where he walks, or cycles, every day.

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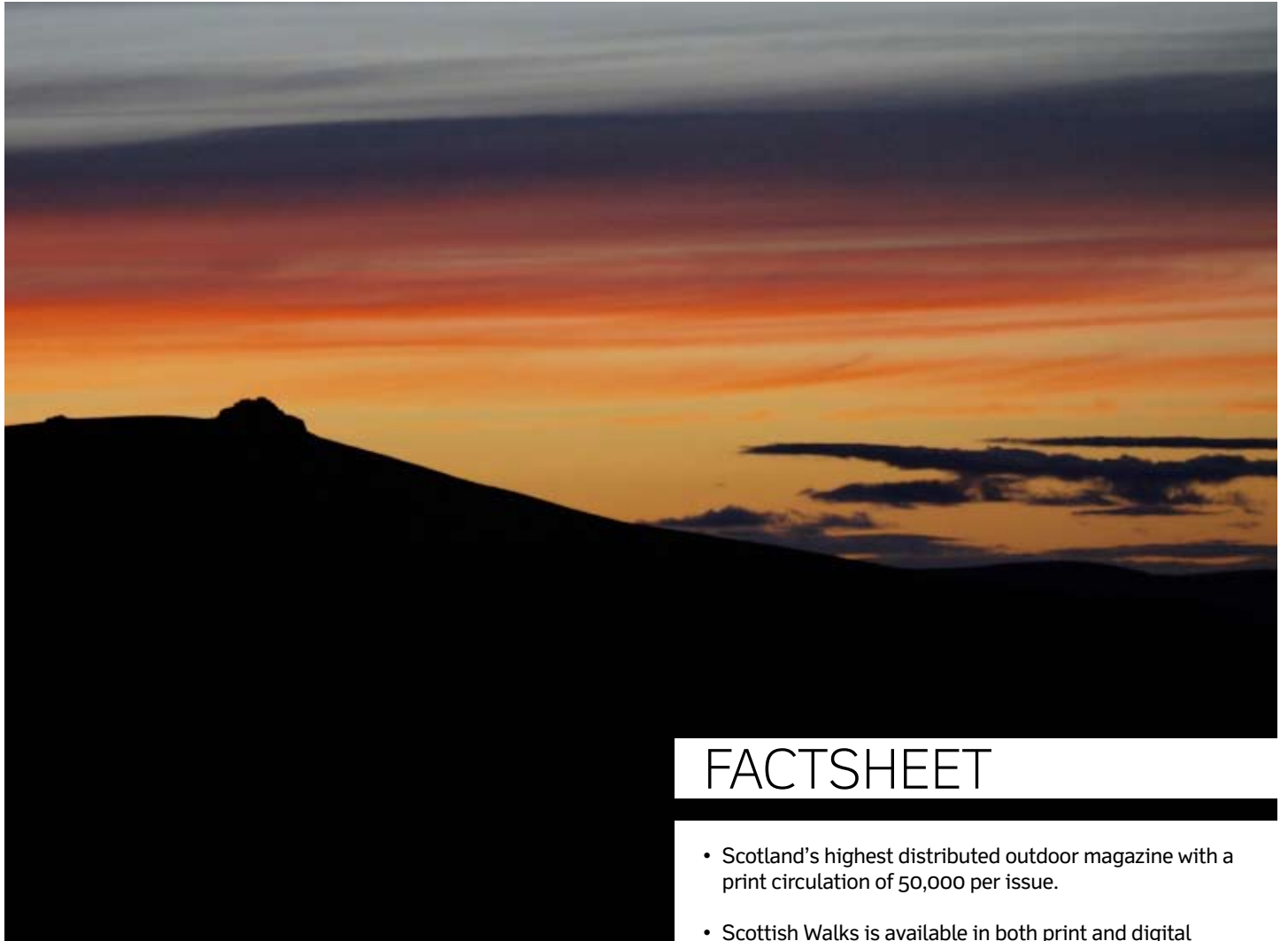
FACTSHEET

- Scotland's highest distributed outdoor magazine with a print circulation of 50,000 per issue.

- Scottish Walks is available in both print and digital format and is distributed quarterly, free of charge, across Scotland's major commuter cities, as well as across the country with a targeted network of bulk distributions into key locations.

- A free Digital e-edition is also available via our website (launched in tandem with our first issue)

- On average, we estimate that every copy of Scottish Walks will be read by 4 people, giving a quarterly **readership in excess of 250,000** via the print format alone.

- Scottish walkers are all passionate about the outdoors with an diverse audience ranging from the beginner right through to the experienced walker.

- Authoritive and passionate editorial from a wealth of experienced outdoor people spearheaded by Cameron McNeish.

- Unique quality coverage of walking in Scotland offering compelling seasonal content that will have them coming back issue after issue.

- A diverse range of cycling content to appeal to every level. Every issue will feature:
  - Easy and more difficult walks
  - A focus on a popular walking area in Scotland
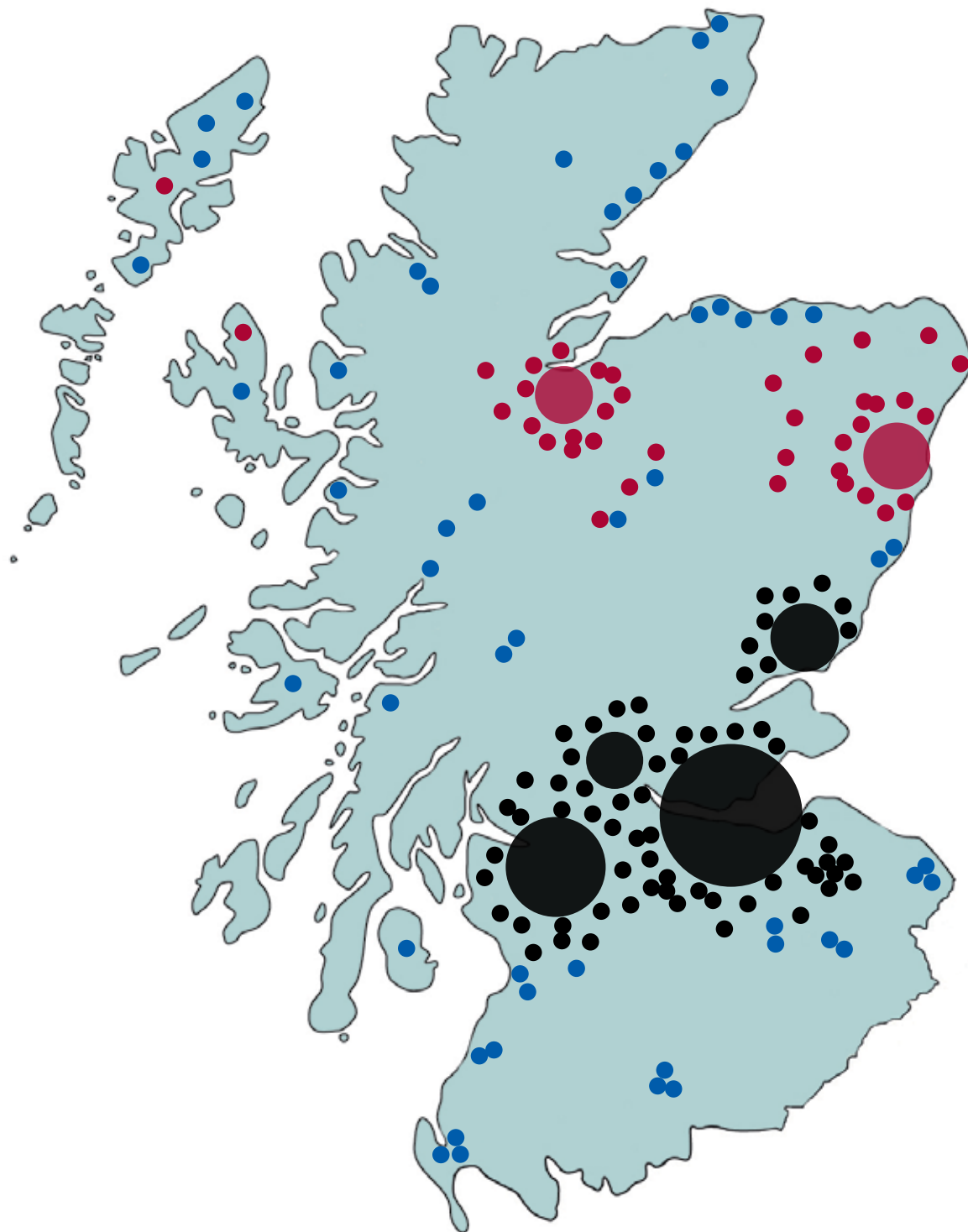
Unique, targeted distribution network

Our Distribution has been specifically designed for 3 specific, tailor-fitting layers to provide maximum availability for Scottish walkers and market saturation for advertisers.

1. **Bulk drops** - 30k copies will be available FREE throughout Scotland, including major cities such as Glasgow, Edinburgh, Dundee and Stirling - targeting over 500 outlets such as camping and outdoor shops, army & navy stores, specialist retailers, climbing centres, providers of outdoor activities as well as hotspots such as leisure centres, gyms, selected cafes and public venues.

2. **Hand to Hand** - 10k copies will be given away FREE with The Herald's North Edition newspaper targeting the Highlands and Grampian.

3. **Specifically targeted** - 10k copies will be distributed FREE to various Scottish walkers favourite clubs, hotels, bunkhouses, etc.

ADVERT SPECIFICATIONS

PLEASE NOTE: Finished page size is 265mm (H) x 210mm (W) with a 3mm bleed all round

Full page
Bleed: 271 (H) x 216mm (W)
Type Area: 245mm (H) x 191mm (W)

DPS
Bleed: 271mm (H) x 426mm (W)
Type Area: 245mm (H) x 401mm (W)

Half-page horizontal
Bleed: 137mm (H) x 216mm (W)
Type Area: 121mm (H) x 191mm (W)

Half-page DPS horizontal
Bleed: 137mm (H) x 426mm (W)
Type Area: 121mm (H) x 401mm (W)

Half-page vertical
Bleed: 271mm (H) x 109mm (W)
Type Area: 245mm (H) x 94mm (W)

Third-page vertical
Bleed: 271mm (H) x 77mm (W)
Type Area: 245mm (H) x 61mm (W)

Third-page DPS horizontal
Bleed: 92mm (H) x 426mm (W)
Type Area: 79mm (H) x 401mm (W)

Quarter-page horizontal strip
Bleed: 74mm (H) x 216mm (W)
Type Area: 58mm (H) x 191mm (W)

Quarter-page DPS horizontal strip
Bleed: 74mm (H) x 426mm (W)
Type Area: 58mm (H) x 401mm (W)

Quarter-page vertical strip
Bleed: 271mm (H) x 60mm (W)
Type Area: 245mm x 45mm (W)

Quarter-page box
Type Area: 121mm (H) x 94mm (W)

Eighth-page box
Type Area: 58mm (H) x 94mm (W)

Classified
Type Area: 50mm (H) x 60mm (W)

RATES

Double Page Spread	£5500
Full page	£2995
Half-page DPS	£3300
Half-page	£1650
Third-page DPS	£2500
Third-page	£1200
Quarter-page DPS strip	£1750
Quarter page	£850
Eighth-page	£450
Classified	£100
Back Cover	£3500
Inside front	£3300
Inside back	£3100
Inside front-cover DPS	£6000

Series discounts

5% if booking two issues

10% if booking three issues

15% if booking four issues

Agency commission – 10%

CONTACT

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Website: www.scottishwalks.com

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DIGITAL EDITION

Scottish Walks is also available in a new digital format which brings you the same fantastic content of the print edition but emailed directly to your inbox.
• All advertisers email and website addresses hyperlinked
• Multi media adverts are available

The new digital version has all the following added benefits:
• Compatible on iPad, iPhone and all other mobile devices
• Zoom and search facility on each page
• Enlarged, more detailed maps
• Archive for all previous editions so you can store your copies
• Keyword search facility so you can find what you're looking for faster
• Interactive videos and animated flash content makes the print issue come alive
• Paperless, making your copy environmentally friendly

DIGITAL ADVERT SPECIFICATIONS

Full page
1252 pixels (H) x 992 pixels (W)

DPS
1252 pixels (H) x 1984 pixels (W)

Half-page horizontal
619 pixels (H) x 992 pixels (W)

Half-page DPS horizontal
619 pixels (H) x 1984 pixels (W)

Half-page vertical
1252 pixels (H) x 487 pixels (W)

Third-page vertical
1252 pixels (H) x 321 pixels (W)

Third-page DPS horizontal
406 pixels (H) x 1984 pixels (W)

Quarter-page horizontal strip
298 pixels (H) x 992 pixels (W)

Quarter-page DPS horizontal strip
298 pixels (H) x 1984 pixels (W)

Quarter-page vertical strip
1252 pixels (H) x 236 pixels (W)

Quarter-page box
572 pixels (H) x 444 pixels (W)

Eighth-page box
274 pixels (H) x 444 pixels (W)

SPECIFICATION

Accepted media types
Videos: MPG, AVI, MOV, WMV, FLV
Videos must be under 40mb in size. All videos that aren't provided in FLV format will be converted by the PageSuite.

Audio: MP3
Audio files must be under 40mb in size.

Images: JPG, GIF
Images must be under 40mb in size.

Animations: SWF
SWF animations must be provided in a specific format to work correctly in PageSuite. This is primarily to do with the way that the SWF is created in the flash FLA file. Please see below for a more thorough explanation of how they should be provided.

Flash SWF files that are over 1mb in size may download slowly in the reader, and may cause the visual and interactive performance of PageSuite to be degraded. SWF files with extremely high numbers of vector content, or those containing large quantities of high-quality image may also have this effect.

Creating SWFs for PageSuite
PageSuite will allow you to implement more complex SWF files, with most ActionScript 3 functionality. However, for best results follow these guidelines:

• If your SWF contains code, use AS3 for anything other than play-head control and basic properties. AS2 code more complex than this may not function as desired within the reader.
• Do not reference external assets. Anything required by the SWF – images, sound etc – should be contained within the SWF itself. This will aid in loading time and ensure that your SWF appears complete on the page.
• Do not reference the Stage object with your AS3 code. As with the _root in AS2, this may work in your standalone SWF, but will refer to the reader Stage when embedded, which may cause scope issues.
• Do not use Shared Objects to store information – these may also cause conflicts with the main reader (an animation should not need these in any case). Do not use preloaders either, as these will not function properly.
• You can use the Youtube API to play videos in your SWF - be sure to follow the guidelines which can be found at: http://code.google.com/apis/youtube/flash_api_reference.html
• For optimum performance, keep your SWFs at 50fps.