

REACH AN AUDIENCE OF 300,000 READERS



# SCOTTISH cycling

TRACK, TRAIL AND THE OPEN ROAD

MEDIA PACK 2018  

If you're *serious* about *targeting* Scottish cyclists,  
then *Scottish Cycling* has the answers.

## Publication dates

Spring – February 2018 Summer – May 2018 Autumn – August 2018 Winter – November 2018

[Click here](#) to view the current issue of Scottish Cycling



## CYCLING – IT'S NEVER BEEN SO POPULAR

Wherever you go in Scotland these days one thing is certain. You'll see more folks on bicycles than ever before!

Cycling in Scotland has never been more popular, whether it's competitive cycling on the road, competitive mountain biking, cycle touring or off road recreational biking.

Our mountain biking centres such as those at 7stanes, Wolfrax or Glenlivet are all attracting unprecedented numbers and more people are looking to two-wheeled transport instead of four.

Reports of road bikes sales and associated gear and clothing has never been higher and there appears to be almost as many mountain bikers as there are ramblers on many of Scotland's popular walking routes.

Here at Scottish Cycling 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 throughout Scotland.

We regularly run features on cycling techniques, bike care and maintenance and gear tests while our expert mountain bikers and bikepackers at Glenmore Lodge inspire us to seek new horizons.

Since virtually all of the current cycling magazines in the UK concentrate on performance/racing/fitness the theme of Scottish Cycling is considerably more relaxed with an emphasis on cycle touring and recreational cycling on both road bikes and mountain bikes.

The magazine is 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.

It's wonderful that Scotland is increasingly becoming recognised internationally as a premium cycling destination for road cycling and mountain biking with the World Cup downhill events frequently being held at Aonach Mor near Fort William.

In the next twelve months we want to encourage as many people onto their bikes as possible, and your support will help us to achieve that. The Scottish Cycling team looks forward to working closely with you throughout this momentous year for Scotland.

We will also continue to campaign on your behalf for safer cycling routes and legislation that is fairer to those using two wheels rather than four.

A handwritten signature in black ink, appearing to read 'Cameron'.

Cameron McNeish, Editor



## DIGITAL EDITION

Scottish Cycling is also available in a new digital format which brings you the same fantastic content of the print edition but is emailed directly to your inbox.

- All advertisers email and website addresses hyperlinked

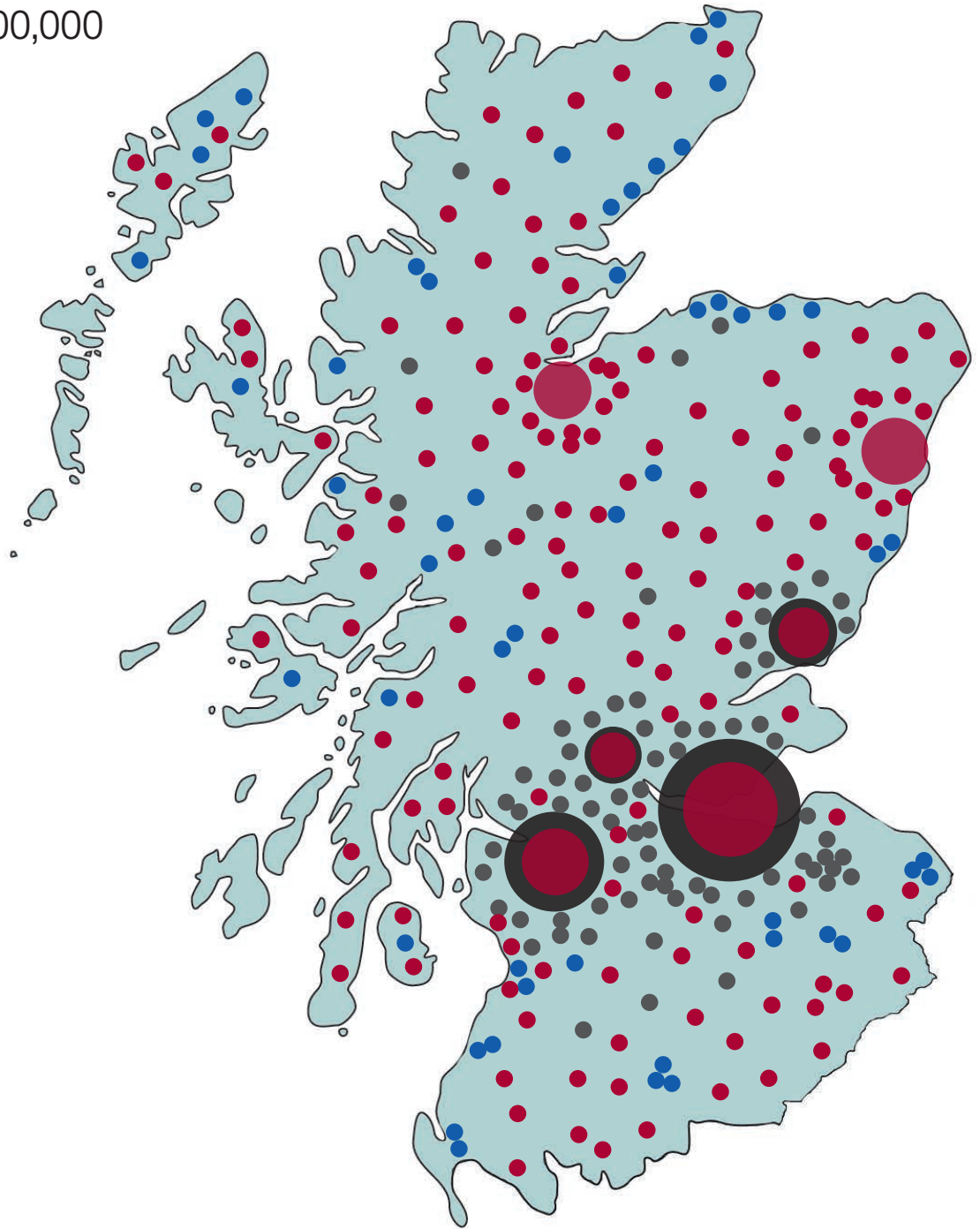
The new digital version has all the following added benefits:

- 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
- Paperless, making your copy environmentally friendly

## FACTSHEET

- Scotland's largest distributed cycling magazine with a print circulation of no less than 60,000 copies per issue. Every issue is inserted in to the The Herald or the Sunday Herald and has a comprehensive and unique distribution model.
- Scottish Cycling 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 edition is also available via our website - [www.scottishcyclingmag.co.uk](http://www.scottishcyclingmag.co.uk) and has over 15,000 requested digital subscribers.
- On average, every copy of Scottish Cycling is read by 5 people, giving a quarterly readership in excess of 300,000 via the print and digital format.
- Sold throughout the country in 2,000 selected independent retailers
- Scottish cyclists are all passionate about the outdoors with a diverse audience ranging from the beginner right through to the experienced cyclist.
- Authoritative and passionate editorial from a wealth of experienced cyclists spearheaded by Cameron McNeish.
- Unique quality coverage of cycling in Scotland offering compelling seasonal content that will have our readers coming back issue after issue.
- A diverse range of cycling content to appeal to every level. Every issue will feature:
  - cycling routes around Scotland
  - features and a guest column
  - gear reviews

READERSHIP: 300,000



## UNIQUE, TARGETED DISTRIBUTION NETWORK

Our distribution has been specifically designed for 5 specific, tailor-fitting layers to provide maximum availability for Scottish walkers and market saturation for advertisers.

**1. Bulk drops** - No less than 35k copies will be available FREE throughout Scotland, including major cities of 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. National media** - 15k copies will be given away FREE with The Sunday Herald, The Herald, Evening Times and The National newspapers.

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

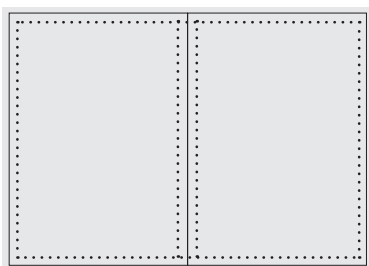
**4. Independent retailers** - 2k will be distributed throughout the country in selected independent retailers.

**5. Digital subscribers** - A free digital edition is also available via our website and has over 15,000 requested digital subscribers.

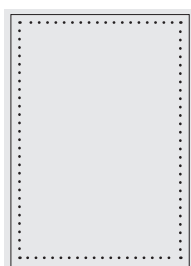
## RATECARD

<b>Double Page Spread</b>	£3000	<b>Back Cover</b>	£1995	<b>Series discounts</b> 5% if booking two issues 10% if booking three issues 15% if booking four issues  Agency commission – 10%
<b>Full page</b>	£1595	<b>Inside Front Cover</b>	£1895	
<b>Half-page</b>	£850	<b>Inside Back Cover</b>	£1795	
<b>Quarter page</b>	£450	<b>Inside Front Cover DPS</b>	£3500	
<b>Eighth-page</b>	£250	<b>Sponsorship</b>	P.O.A	
<b>Classified (sixteenth)</b>	£??			

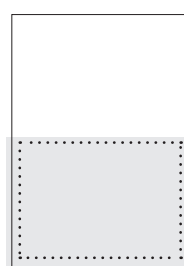
## SPECIFICATIONS



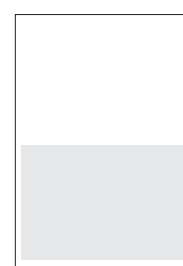
**DOUBLE PAGE SPREAD**  
Trim: 297mm(h) x 420mm(w)  
Bleed: 303mm(h) x 426mm(w)  
Type: 280mm(h) x 402mm(w)  
Gutter 18mm (9mm on each page)



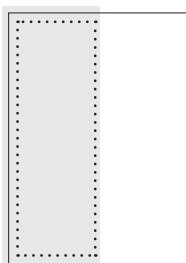
**FULL PAGE BLEED**  
Trim: 297mm(h) x 210mm(w)  
Bleed: 303mm(h) x 216mm(w)  
Type: 280mm(h) x 192mm(w)



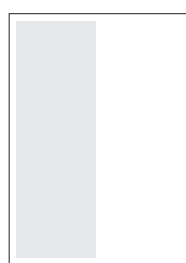
**HALF PAGE HORIZ BLEED**  
Trim: 146mm(h) x 210mm(w)  
Bleed: 151mm(h) x 216mm(w)  
Type: 135mm(h) x 192mm(w)



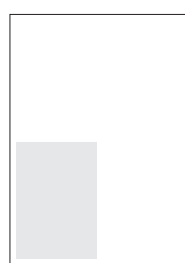
**HALF PAGE HORIZ**  
Type: 135mm(h) x 192mm(w)



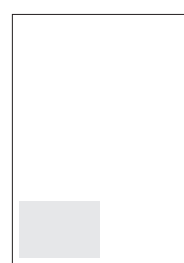
**HALF PAGE VERT BLEED**  
Trim: 297mm(h) x 103mm(w)  
Bleed: 303mm(h) x 106mm(w)  
Type: 280mm(h) x 94mm(w)



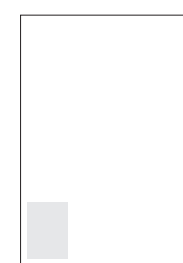
**HALF PAGE VERT**  
Type: 280mm(h) x 94mm(w)



**QUARTER PAGE**  
Type: 135mm(h) x 94mm(w)



**EIGHTH PAGE**  
Type: 65(h) x 94mm(w)



**SIXTEETH PAGE**  
Type: 65(h) x 45mm(w)

**PLEASE NOTE:** Finished page size is 297mm (H) x 210mm (W) with a 3mm bleed all round

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

We prefer to receive Press Optimized PDF; Photoshop EPS, JPEG or TIFF at 300dpi

## CONTACT

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# SCOTTISH cycling

TRACK, TRAIL AND THE OPEN ROAD

Don't just take our word for it!

## William MacLeod, Glenorchy Lodge Hotel

"Scottish Cycling has been a fantastic title to work with. We would recommend the magazine to anyone looking to target the cycling market in Scotland. With the magazine also being inserted into the Herald Newspaper it reaches an audience that other similar magazine can't. The magazine is delivered free to the hotel each issue allowing us to offer guests a quality read about our beautiful country".

### Glenorchy Lodge Hotel

William MacLeod  
Dalmally PA33 1AA  
Tel: 01838 200952  
E. info@glenorchylodge.co.uk



[www.glenorchylodge.co.uk](http://www.glenorchylodge.co.uk)

## Katherine Taylor, Sustrans Scotland

"We have been advertising with Scottish Cycling magazine since its inception. We are pleased with service and will continue to use the magazine to reach the active cycling market in Scotland."

### Sustrans Scotland

Katherine Taylor  
Promotions Manager  
2 Cathedral Square, College Green, Bristol, BS1 5DD  
Tel: 0117 926 8893



[www.sustrans.org.uk](http://www.sustrans.org.uk)

## Rod Mitchel, Cycle Law Scotland

"Cycle Law Scotland has successfully used the Scottish Cycling/Walks magazine (offline and online) over the past couple of years to raise awareness of the services we offer. As a specialist Law firm providing legal services to cyclists in Scotland who have been injured in a non fault collision, the magazine is an excellent route to market for us."

### Cycle Law Scotland

Rod Mitchel  
Glasgow, 285 Bath Street, Glasgow, G2 4HQ  
Tel: 0333 555 7783



[www.cyclelawscotland.co.uk](http://www.cyclelawscotland.co.uk)