

ABOUT US

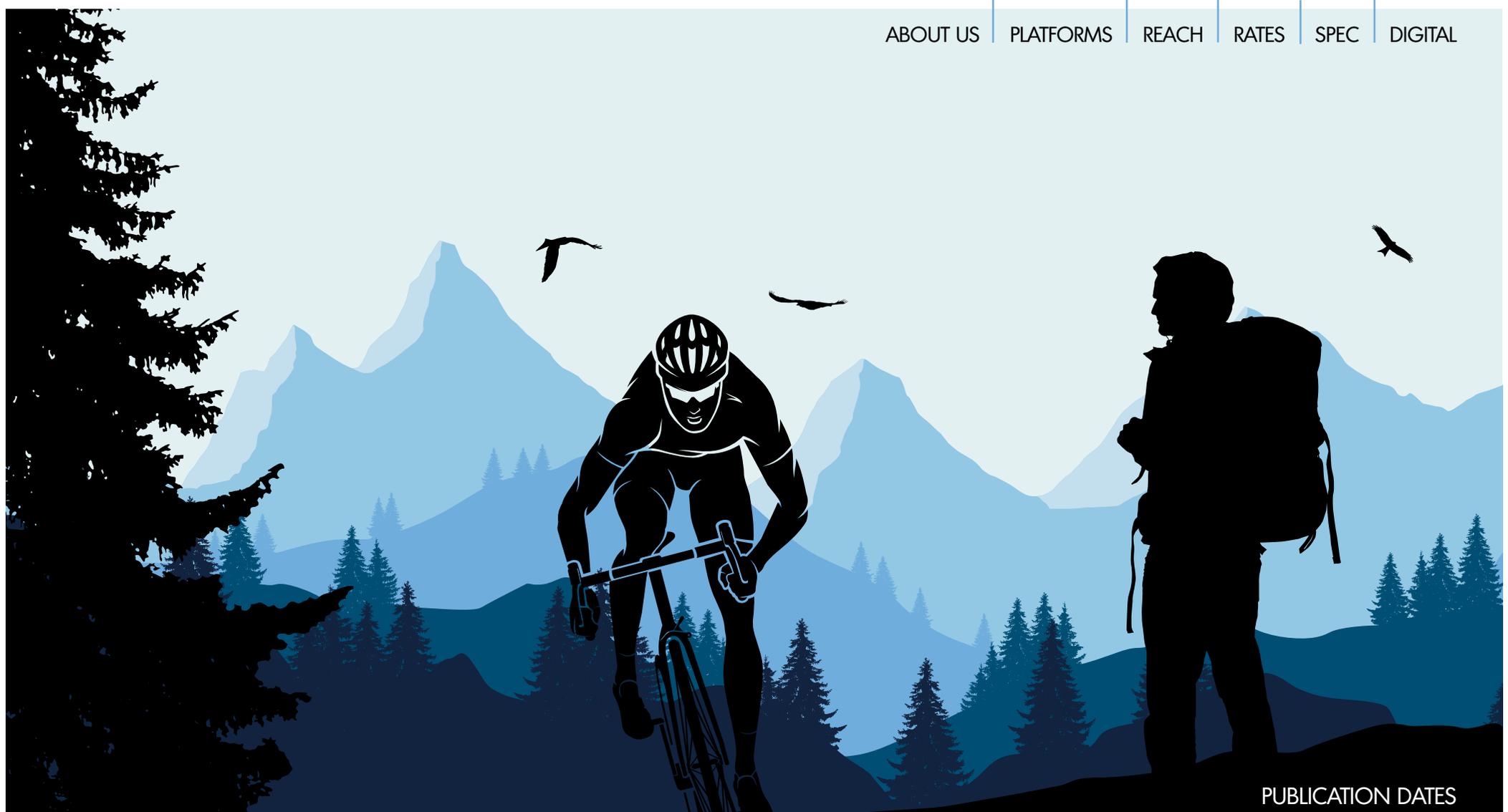
PLATFORMS

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.

When I first took to the outdoors as a youngster I considered myself to be a rock climber, not a very good one but an enthusiastic climber. In those days those of us who climbed tended to look down on hill-walkers and we never used the term Munro-bagger without prefixing it with the word 'dirty!'

In those days specialisation reigned supreme and you were either a climber or a walker and never the twain would meet. And climbers and walkers didn't ride bikes, or paddle canoes or sail boats. Cyclists and paddlers strictly did their own thing.

How times have changed. It's far from unusual these days to see outdoor enthusiasts with a pair of walking boots in the boot of their car, a mountain bike on the back and a canoe strapped to the roof. Folk have become more adaptable, less specialist and I think that's a good thing.

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, have contacted us to ask 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 ramblor. 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

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0141 302 7757
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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

300,000+

Scottish Walks & Cycling combined audience reach

60,000+

Scottish Walks & Cycling print circulation

19,504

Scottish Walks & Cycling digital edition circulation

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** - No less than 35k copies will be available FREE throughout Scotland, 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.



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.

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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.

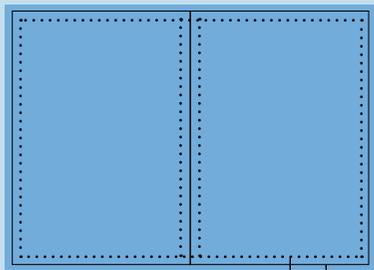
NB. Finished page size is 297mm (H) x 210mm (W) with a 3mm bleed all round. Please see next page for full ad size specification.

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

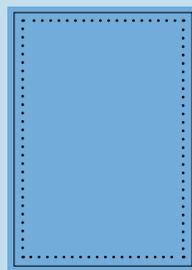
MECHANICAL DATA



DOUBLE PAGE SPREAD

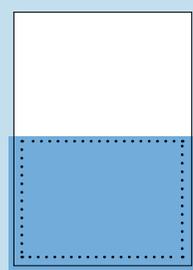
Trim: 297mm(h) x 420mm(w)
 Bleed: 303mm(h) x 426mm(w)
 Type: 280mm(h) x 402mm(w)
 Gutter 18mm (9mm on each page)

Trim
 Type
 Bleed



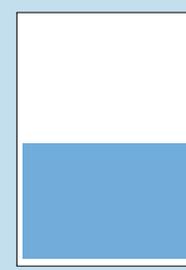
FULL PAGE BLEED

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



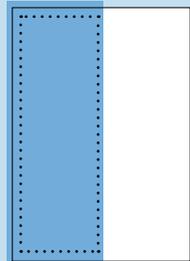
HALF PAGE HORIZ BLEED

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



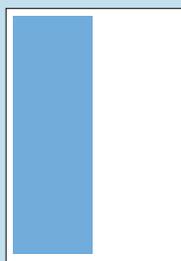
HALF PAGE HORIZ

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



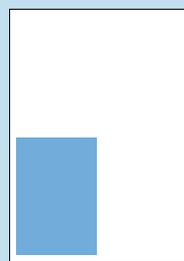
HALF PAGE VERT BLEED

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



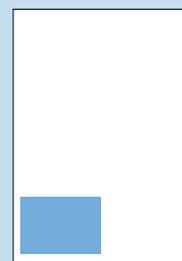
HALF PAGE VERT

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



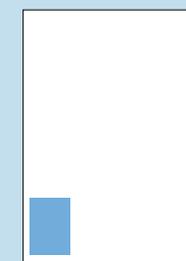
QUARTER PAGE

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 19,500 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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