Scotland Magazine is the international consumer magazine for all those who love Scotland. Readers of Scotland Magazine enjoy travel, buy Scottish products wherever possible and seek to experience Scotland from the pleasure of their home as much as visit the country itself.

Our magazine is published every two months and is distributed worldwide to subscribers, newsstand and at specialist international events such as whisky festivals and highland games; its stunning photography, world class writers and in-depth approach to the Scotland of today, yesterday and tomorrow engages an enthusiastic and growing global readership.

What’s more, Scotland Magazine is now also available in the rooms and receptions of all Scottish Hotel Awards participant hotels*, providing a unique channel of communication with those travelling in Scotland. Whether your business targets those living in the UK, tourists, or merely consumers with a taste for quality, Scotland Magazine engages a discerning and passionate readership both in the UK and abroad.

*Full list of participating venues at www.scottishhotelawards.com

HISTORY

Scotland Magazine is the international consumer magazine for all those who love Scotland. Readers of Scotland Magazine enjoy travel, buy Scottish products wherever possible and seek to experience Scotland from the pleasure of their home as much as visit the country itself.

Our magazine is published every two months and is distributed worldwide to subscribers, newsstand and at specialist international events such as whisky festivals and highland games; its stunning photography, world class writers and in-depth approach to the Scotland of today, yesterday and tomorrow engages an enthusiastic and growing global readership.

What’s more, Scotland Magazine is now also available in the rooms and receptions of all Scottish Hotel Awards participant hotels*, providing a unique channel of communication with those travelling in Scotland. Whether your business targets those living in the UK, tourists, or merely consumers with a taste for quality, Scotland Magazine engages a discerning and passionate readership both in the UK and abroad.

*Full list of participating venues at www.scottishhotelawards.com

KEY FACTS

- 6 editions per year
- 35,650 copies circulated per issue
- Readership of 106,950
- 47% Delivered Direct to Subscribers’ home addresses
- Global distribution: 21% UK, 70% USA & Canada, 9% Rest of World

READERSHIP

- ABC1
- 55% Female / 45% Male
- 46% are aged 65+, 33% are 55-64, 14% are 45-54, 7% are under 44
- 57% plan to visit Scotland in the next 12 months
- 40% spend £101 to £500 annually on Scottish goods; 13% spend more than £500
- 52% buy Scottish goods online four times per year or more

WHY ADVERTISE

It couldn’t be simpler, this international publication offers the reader and advertiser the following:

- Align your brand with the world’s leading magazine about Scotland
- Reach an audience of over 100,000 people who are passionate about Scotland
- Engage key global ‘diaspora’ markets - strong in the UK, North America & Australasia
- Tightly targeted demographic and high subscription rate means little wastage

Packed with great content, from history to heritage, where to stay and what to visit, Scotland Magazine is the one stop advertising shop for all those promoting Scotland or Scottish business.

Testimonials

“I wanted to say how much I really appreciated the most recent edition and great articles. Articles like this will keep me coming back for more.”
John, London, UK

“I love Scotland Magazine – great format and super stories”
Constance, Colorado, USA

“I have been very pleased with the response so far from my first ad with you, which I am happy to say has more than paid for itself...you have one very satisfied customer on your books now!”

REGULAR FEATURES

- Fine Scottish food and drink
- Iconic places to stay and visit
- Great Scottish historical events, people and places
- In-depth regional focuses - from the Highlands to Edinburgh, the islands to Perthshire
- Leading arts venues and events
- The history of...tartan, the kilt, the salmon, clans
- Top Scottish retailers
- And much, much more...

Digital Edition

Each digital edition includes all advertisements displayed in the printed edition, together with any supplements.

www.scotlandmag.com
MEDIA INFORMATION

RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Size</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS - bleed</td>
<td>436 x 291 mm</td>
<td>£3,385</td>
</tr>
<tr>
<td>DPS - TRIM</td>
<td>430 x 285 mm</td>
<td>£1,915</td>
</tr>
<tr>
<td>Full Page - bleed</td>
<td>221 x 291 mm</td>
<td>£1,915</td>
</tr>
<tr>
<td>Full Page - trim</td>
<td>215 x 285 mm</td>
<td>£1,915</td>
</tr>
<tr>
<td>Half Page - (h)</td>
<td>190 x 130 mm</td>
<td>£1,015</td>
</tr>
<tr>
<td>Half Page - (v)</td>
<td>93 x 267 mm</td>
<td>£1,015</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>93 x 130 mm</td>
<td>£555</td>
</tr>
<tr>
<td>Classified</td>
<td>Eighth Page</td>
<td>£180</td>
</tr>
</tbody>
</table>

Discounts available for series bookers
We offer a 10% discount on bookings of 3 issues and a 25% discount on bookings of 6 issues.

Premiums
Cover position +30%

Competitions £POA

Sponsorship
Section £1,095
Regional Focus £1,750

Advertorials
Minimum one full page +30%

Loose inserts (up to 10g)
Loose per 1,000 £59
Bound per 1,000 £81

Agency discount
10% off all prices plus VAT.

Rates shown are per issue, includes colour and are exclusive of VAT. Further specifications are available on request.

SALES CONTACT

Sales Manager
Christine White – Business Development Manager christine@scotlandmag.com
+44 (0) 1603 633 808
+44 (0) 7872 565 147

ADVERTISING PRODUCTION

Production Manager
Anita Johnson anita@scotlandmag.com
Tel: +44 (0) 1603 633 808

SCOTLANDMAG.COM

With over 11,000 unique visitors per month, scotlandmag.com is the online home for Scotland Magazine, the international consumer magazine for all those who love Scotland. Whether a tourist, regular visitor or someone who enjoys all things Scottish, scotlandmag.com appeals to those who are passionate about Scotland. Visitors to the site come from the UK, USA, continental Europe and Australasia, finding scotlandmag.com the definitive search resource for information, education and entertainment on this great nation.

RATES

Skyscraper (No.1) £18cpm
Banner (No.2) £15cpm
Button (No.3) £8cpm

The Directory
Highlighted listing £125/yr
Email sponsorship £67 per 1,000 names
Email list purchase £175 per 1,000 names

- CPM: cost per 1,000 impressions (minimum 10,000 impressions).
- Impression capping: you can set the number of impressions you require in a set time frame.
- All advertising can be run of site or on specific sections.
EDITORIAL FEATURES 2016

Each edition includes Scottish news from North America and other countries, book reviews, events, food and recipes, historic houses, clans, new product information and the regional focus, all of which are ideal editorial features around which to advertise or which are available for sponsorship.

EDITION 85
Publication Date
12th February 2016
Copy Deadline
8th January 2016
Regional Focus
The Lothians
Special Features
- Textiles and tartans
- Smoked meats and fish
- Scottish liqueurs
- Bird watching holidays on Shetland
- Photographic challenge: Call for entries
- Outlander uncovered – Part 1

Newstand Promotion
Historic houses – Volume II

EDITION 86
Publication Date
25th April 2016
Copy Deadline
11th March 2016
Regional Focus
The Kingdom of Fife
Special Features
- Scottish crafts
- Scotch whiskies
- Scottish chocolate
- Sailing the Scottish coastline
- Scotland’s marine life
- Outlander uncovered – Part 2
- Scottish Hotels of the Year awards special

EDITION 87
Publication Date
17th June 2016
Copy Deadline
13th May 2016
Regional Focus
Wester Ross
Special Features
- Golfing in Scotland
- Scottish jams and preserves
- Scottish craft gins
- The great driving roads of Scotland
- Outlander uncovered – Part 3

Special Distribution
This issue will be distributed worldwide with all newstand copies of Whisky Magazine Edition 88

EDITION 88
Publication Date
5th August 2016
Copy Deadline
1st July 2016
Regional Focus
Stirling and The Trossachs
Special Features
- Adventure holidays
- Scottish shellfish
- Scottish beers
- Horse trials and country fairs
- Adventures on Arran
- Outlander uncovered – Part 4

Newstand Promotion
Whisky Magazine issue 135 bagged with this issue of Scotland Magazine

EDITION 89
Publication Date
7th October 2016
Copy Deadline
2nd September 2016
Regional Focus
Roxburghe, Selkirk and Peebleshire
Special Features
- Cycling the Scottish Borders
- Scottish cheeses
- Scottish fruit wines
- Gifts for Christmas
- Photographic challenge results
- Outlander uncovered – Part 5

EDITION 90
Publication Date
2nd December 2016
Copy Deadline
28th October 2016
Regional Focus
Galloway
Special Features
- Walking the Galloway Forest Park
- Scottish shortbread and sweets
- Scottish potato vodkas
- Dressing for the great outdoors
- Fishing for Trout & Salmon
- Outlander uncovered – Part 6

www.scotlandmag.com
READE RSHP SURVEY RESULTS

ABOUT OUR READERS

SEX

AGE

EVER VISITED SCOTLAND

PLAN TO VISIT SCOTLAND IN 12 MONTHS

AVER AG E LENGTH OF YOUR STAY

FREQUENCY VISITING SCOTLAND

ANNUAL SPEND ON SCOTTISH PRODUCTS

EXPENDITURE IN SCOTLAND

ACCOMODATION IN SCOTLAND

REGULARLY BUY SCOTTISH PRODUCTS

CIRCULATION

BY DISTRIBUTION TYPE

BY REGION

TERMS AND CONDITIONS

Paragraph Publishing Ltd
Standard terms and conditions of advertising

1. Definitions
In these conditions (i) the ‘Advertiser’ means the person placing with the Publisher the order for the insertion of the Advertisement, which expression shall include any advertising agency involved in placing the Advertisement (ii) the ‘Publisher’ means Paragraph Publishing.

2. Warranties
The Advertiser warrants that (i) it contracts with the Publisher as a principal with the legal and moral obligations placed on the Publisher or the Advertiser (ii) to refuse or require to be amended any art work, materials and copy so as (i) to comply with the legal and moral obligations placed on the Publisher or the Advertiser (ii) to avoid infringing a third party’s rights or any code of practice. The Publisher reserves the right to refuse or stop orders. Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third party, sub contractors or inaccurate copy instructions.

3. Indemnity
The Advertiser will indemnify the Publisher against any costs, damages or other charges falling upon the Publisher as a result of any claim against the Publisher arising from the publication of an advertisement placed by the Advertiser.

4. Publisher’s Rights
The Publisher, may, without derogation from the warranties contained in Condition 2, refuse or require to be amended any artwork, materials and copy so as (i) to comply with the legal and moral obligations placed on the Publisher or the Advertiser (ii) to avoid infringing a third party’s rights or any code of practice. The Publisher reserves the right to refuse or stop orders. Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third party, sub contractors or inaccurate copy instructions.

5. Payment
Payment is due within 30 days of the invoice date. The Publisher reserves the right to impose a surcharge at the rate of 3% per month on outstanding balances, and the right to charge the full rates quoted for orders unless cancellation is received in writing 6 weeks prior to publication. Should discounts be given on the prices quoted for a series of insertions and the series be cancelled before all insertions have appeared, the company may charge the full rates for all insertions that have appeared, and raise any additional invoices as necessary.

6. Jurisdiction
The contract which incorporates these conditions shall be constructed under and governed by the law of England and the parties submit to the exclusive jurisdiction of the English Courts.

www.scotlandmag.com