

ABOUT US

RATES

SIZES

Country
LIFESTYLE
SCOTLAND

SCOTLAND'S NEWEST LIFESTYLE MAGAZINE

MEDIA PACK 2021

PUBLICATION DATES

Summer | June 2021
Autumn | September 2021
Winter | November 2021

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About us

We are delighted to present the 'new look' Country Lifestyle Scotland, due to publish this summer as a high-end quarterly magazine.

Originally published as an extension of The Scottish Farmer, Country Lifestyle Scotland is being reinvented as a standalone consumer-facing lifestyle publication encompassing everything from food and drink, tourism and travel, to arts and crafts, homes and gardens, property and fashion.

This is a radical evolution of Country Lifestyle Scotland publishing in A4 and offering advertisers a new platform for promoting their products and services.

Country Lifestyle Scotland also offers an attractive distribution model that is unique in the publishing sector in Scotland. This includes distribution with the printed issues of The Scottish Farmer and The Herald on Sunday and digitally across our broad portfolio of Scottish daily and weekly newspaper titles including the likes of The

Herald, East Lothian Courier and Dunfermline Press among many more.

Country Lifestyle Scotland will create a new stage for an eclectic mix of Scottish producers, artisans, and businesses – old and new – to showcase their products and services, tell their stories and share their plans for the future as we recover from the coronavirus pandemic and rebuild a key part of the economy.

We'll focus on a different part of the country in each issue, covering all the lifestyle themes that interest consumers of all ages across Scotland – providing inspiration, escapism and food for thought in the form of features, interviews, and news round-ups, with this June issue showcasing to readers all the wonderful delights that would be normally seen in person from the vast array of exhibitors accustomed with the Royal Highland Show which has been sadly hampered by the pandemic.

Karen Peattie, Editor

EDITORIAL ENQUIRIES

Karen Peattie
karen.peattie@heraldandtimes.co.uk

ADVERTISING ENQUIRIES

Carol-Anne Forbes
0141 302 6418
carol-anne.forbes@heraldandtimes.co.uk

Nicola Riley

0141 302 6139
nicola.riley@heraldandtimes.co.uk

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Newsquest Media Group
125 Fullarton Drive
Glasgow G32 8FG

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PRINT

FULL COLOUR DISPLAY POSITION

Quarter Page	£600
Half Page	£1,100
Full Page	£1,800
Double Page Spread	£3,500

COVERS - FULL COLOUR

Back Cover	£2,200
Inside Back Cover	£2,200
Inside Front Cover	£2,200

SPONSORSHIP Price on application

INSERTS Price on application
These are accepted for loose insertion.
Size must not exceed 210mm(h) x 135mm(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

Carol-Anne Forbes

Senior Media Sales Executive
0141 302 6418
carol-anne.forbes@heraldandtimes.co.uk

Nicola Riley

Senior Sales Executive
0141 302 6139
nicola.riley@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 also be sent via a 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 7765.

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.

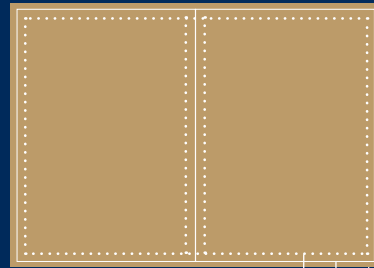
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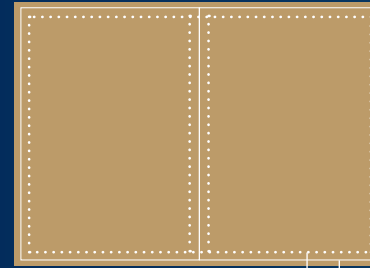
Sizes

MECHANICAL DATA



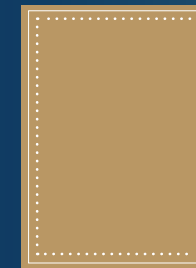
DOUBLE PAGE SPREAD
Type: 303mm(h) x 426mm(w)
Trim: 297mm(h) x 420mm(w)
Gutter 18mm (9mm on each page)

Type
Trim
Bleed

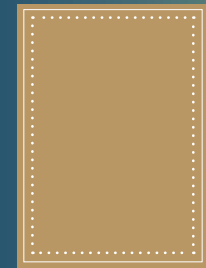


DOUBLE PAGE SPREAD BLEED
Bleed: 303mm(h) x 426mm(w)
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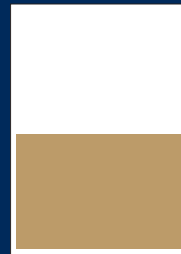
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FULL PAGE
Type: 280mm(h) x 192mm(w)
Trim: 297mm(h) x 210mm(w)



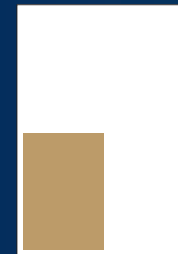
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Bleed: 303mm(h) x 216mm(w)
Trim: 297mm(h) x 210mm(w)
Type: 280mm(h) x 192mm(w)



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



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



QUARTER PAGE
Type: 135mm(h) x 94mm(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.

PLEASE NOTE: Copy with bleed must be supplied with **BLEED MARKS NOT CROP MARKS**