

C O U N T R Y

LIFE

style

Scotland's rural lifestyle magazine

SCOTLAND

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Winter 2015

WIN £500
worth of
wedding
stationery
See page 24

Scotland's fruit harvest put to good use

Wagyu beef on the menu in Houston | Stunning art in its most simple form | Fish, golf, or stay at Forbes of Kingennie

£1.50 Winter 2015

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Inspired Falconry
flies in for a chat

NI award-winning meat | Borders farm marquee venue | Art holidays in Argyll | Travel in Scotland

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It's showtime!
Previewing the Royal Highland Show and The Game Fair

WIN
a pair of
field sport
boots

Tips on designing a country kitchen | Fashion for a day at the show | Long weekends in Peebleshire

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The bees are looking after our honey... but are we looking after the bees?

Salmon fishing on the Tay | Recycling whisky barrels | Top slow-cook destinations

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McSpoff-ART
artwork with the touchability factor

WIN
a pair of
field sport
boots

A look at the Royal Highland Show and The Game Fair | Tips on designing a country kitchen | Fashion for a day at the show | Long weekends in Peebleshire

2016 PUBLICATION DATES

Spring 26th March • Summer 18th June • Autumn 17th September • Winter 26th November

MEDIA PACK 2016

Hello and welcome to the Country Lifestyle Scotland Media Pack. First of all, thank you for your continued support throughout 2015 and my sincere best wishes for a healthy, wealthy and prosperous 2016.

Country Lifestyle Scotland is aimed at readers who are looking to enhance rural living and are already aware of what the benefits of living within Scotland's unique countryside are. As such, our readership is all encompassing of country lifestyle as well as the concerns of those living within these communities and their environments.

This glossy magazine, designed with today's discerning customer in mind, appears free within [The Scottish Farmer](#) newspaper, as well as various independent specialist outlets throughout both town and rural locations across Scotland. The magazine also comes with a free online e-edition and is available on all mobile devices including iPhone and iPad.

[Click here to view digital edition.](#)

Throughout the year we will be featuring subjects such as food; country sports, homes and gardens; arts and crafts; fashion and travel as well as capturing exclusive interviews from the institutions, establishments and key individuals who play a vital role in the rural community here in Scotland making Country Lifestyle Scotland THE magazine to use to promote your business to the influential rural community.

Karen

Karen Carruth, Editor

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The Scottish Farmer has been the definitive expression of life within Scottish Agriculture for more than 120 years and as such makes an ideal distribution vehicle. For businesses looking to reach Scotland's rural community it is second to none as a superb advertising platform, and as a reader there is no better medium to keep you informed of the developments within this unique and diverse industry. As such, our readership is all encompassing of agricultural life and country living in Scotland's thriving farming community.

Listen to those who know!

- The Scottish Farmer is read by more farmers in Scotland than any other farming title.
- 93% of our readers agree that The Scottish Farmer is key when making purchase decisions.
- 104,520* readers both in print and online are reached every week.
- There is no better platform from which to reach the highly influential Scottish marketplace.

(This information is taken from The Scottish Farmer's ABC audit and recent reader's survey conducted by TSF from an audience who have pride in their rural roots and are keen to support the extended agricultural community by investing in their products)

*Publisher's Estimate



Rates

Please find below examples of the advertising costs to consider.

- Inside / Outside Cover (A4 Size) £2200
 - Full page advert £1800
 - Half page advert £1100
 - Quarter page advert £600
 - Eighth page advert £350
- (Series discount on request)*

Sponsorship Opportunity

Sponsorship packages are available on request and can be tailored to meet the customer needs including:

- Front Cover credit of association.
- 2cm x 4column branding strip adverts appearing on a minimum of 10 editorial pages.
- Double page feature (one page advert / one page editorial).
- Exclusive sponsorship banner on Country Lifestyle Scotland website.
- Credit of association on all marketing communications including newsletter and in paper marketing.
- Social Networking promotions.
- Banner on The Scottish Farmer website.

Total Cost: P.O.A.

Deadlines

Issue	Copy Deadline	On sale date
Spring 2016	16th March	26th March
Summer 2016	8th June	18th June
Autumn 2016	7th September	17th September
Winter 2016	16th November	26th November

Mechanical Data

Full Page (depth & width)

Bleed: 303mm x 216mm **Trim:** 297mm x 210mm **Type:** 267mm x 188mm

Double Page Spread

Bleed: 303mm x 426mm **Trim:** 297mm x 420mm **Type:** 267mm x 400mm

Half Page Vertical: 267mm x 92mm

Half Page Horizontal: 130mm x 188mm

Quarter Page: 130mm x 92mm

Eighth Page: 64mm x 92mm

Loose Inserts: Size must not exceed 260mm x 180mm - P.O.A.

Contact details

For further information on this publication and to reserve your space, please contact:

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