

# Country LIFESTYLE SCOTLAND



## 2020 PUBLICATION DATES

Spring 28th March • Summer 13th June  
Autumn 26th September - Winter 28th November

# MEDIA PACK 2020

Hello and welcome to the Country Lifestyle Scotland Media Pack. Thank you for your support, and we look forward to working with you in 2020.

Country Lifestyle Scotland is aimed at readers who are looking to enhance rural living and are already aware of the benefits of living within Scotland's unique countryside. Our readership is representative of a country-based lifestyle; that involves the love they share for a rural way of life, their passions and what makes living in the country both unique and fulfilling.

This glossy quarterly magazine, designed with today's discerning customer in mind, appears free within [The Scottish Farmer](#) newspaper. 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 125 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.
- 87% of our readers agree that The Scottish Farmer is key when making purchase decisions.
- 86% of readers engage with the Lifestyle section of The Scottish Farmer every week.
- 73% of our readers have been engaged with us for 10 years or more - we offer a very loyal audience.
- 83% of our readers agree that The Scottish Farmer gets involved in Scottish farming life better than any other publication or media.
- 71% of our readers agree that if they were to read only 1 farming publication it would be The Scottish Farmer.
- 87% of our readers shop online (22% every week and 65% every month). 80% of our readers use the internet every day. This allows you to reach the maximum audience who are financially active within your sector.
- The Scottish Farmer is an excellent sales driver with 87% of our readers having purchased goods and services advertised in the magazine. 98% of our readers state that up to 7 persons read their copy of The Scottish Farmer.
- 91% of our readers read The Scottish Farmer every week.
- 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/volume packages Available 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.**

**Advertorial/Sponsored Content £ P.O.A.**

### Mechanical Data

#### Full Page (depth & width)

**Bleed:** 303mm x 216mm **Trim:** 297mm x 210mm **Type:** 280mm x 192mm

#### Double Page Spread

**Bleed:** 303mm x 426mm **Trim:** 297mm x 420mm **Type:** 280mm x 402mm

**Half Page Vertical:** 280mm x 94mm

**Half Page Horizontal:** 135mm x 192mm

**Quarter Page:** 135mm x 94mm

**Eighth Page:** 65mm x 94mm

**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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