

Scotland outdoors

ADVENTURE • INSPIRATION • CONSERVATION

EDITORIAL CALENDAR 2011

Strathchailleach bothy, Sutherland (photo: Scotland Outdoors)

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About the magazine

Editorial in Scotland Outdoors is intelligent, accessible and entertaining, appealing to a broad range of outdoor enthusiasts rather than specialists. Our aim is to inspire readers to plan their own outdoor adventures, whatever their interests, and really get under the skin of Scotland's remarkable landscape.

Each issue contains a variety of regular sections, including:

- Eco-view: topical comment on environmental issues of the day
- Outdoor top five: our experts highlight Scotland's best beaches, wildlife hotspots, climbing crags and much, much more
- Outdoor innovations: new outdoor gear for each season
- Day in the life of: a glimpse into the working world of outdoor professionals
- Outdoor passions: interviews with remarkable people
- Board and lodging: reviews of funky accommodation in stunning locations

For many, however, the real strength of Scotland Outdoors is the range of in-depth features, from issue-based pieces on topical subjects to exciting 'can do' articles and area-specific material. Each feature section meets different interests and reader needs, but always places an emphasis on sustainable, low-impact enjoyment of wild places, as per:



WINNER

Best Small Publishing Company Magazine
Scottish Magazine Awards 2009 & 2010

Lead

An in-depth and issue-based piece, usually with a conservation bent

Adventure

An adventurous and personal journey or experience on foot, by bike, paddling or some other way of exploring. The emphasis is on enjoying a true taste of Scotland's backcountry

Explore

A series of features exploring a particular region that between them offer a fresh perspective on the geography, culture, history and wildlife of an area, as well as actual activities

Experience

An eclectic piece that concentrates on learning new skills, softer adventure or a very different way of engaging with the outdoors

Wildlife & Ecology

A detailed look at the fascinating plants, animals and habitats that make up Scotland's natural world

The following pages provide a snapshot of the features that will be covered in Scotland Outdoors over the coming year. Please contact the editor for full details on the contents of each issue. All features are subject to change or omission. If booking against a particular feature, advertisers should advise Scotland Outdoors in writing.

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Cliffs at Hermaness, Unst, Shetland (photo: Lorne Gill/SNH)

Spring

Ad copy deadline: 21 February
Press day: 23 February
Published: 2 March

Features

Lead: Rannoch Moor portrait

Vast, elemental and largely uninhabited, Rannoch Moor is one of Scotland's last truly wild places

Adventure: Discover Scotland's lesser summits

Never mind the Munros, check out our hot-list of Scotland's most tantalising smaller peaks

Explore: Western Isles

Pedal power:

Cycling is one of the best ways to experience the remarkable landscape of the Western Isles – with the ride from Barra to Lewis one of the must-try Scottish road cycles

Activity round up:

Our pick of the very best activities and adventures to enjoy in the Western Isles

Experience: Sailing the Clyde

See the Firth of Clyde from the water on a fantastic family-friendly sailing adventure

Wildlife & Ecology: What now for Loch Lomond's capercaillie?

The islands of Loch Lomond are home to Scotland's most south-westerly population of capercaillie, but the birds are in grave danger of dying out

Summer

Ad copy deadline: 23 May
Press day: 25 May
Published: 1 June

Features

Lead: In the family way

Our guide to the best family adventures to enjoy this summer (and how to ensure the trip doesn't end in tears)

Adventure: Isle of Rona

Tucked away off the coast of Skye, the Isle of Rona is an ideal destination for adventurous travellers

Explore: Loch Ness and around

Beyond the monster:

There is much more to Loch Ness than just its fabled monster – as demonstrated by the area's bid for World Heritage Status

Activity round-up:

Our pick of the very best activities and adventures to enjoy in the Loch Ness area

Experience: Where it all began

Travel through Argyll's Kilmartin Glen – the birthplace of Scotland – for the ultimate outdoor history lesson

Wildlife & Ecology: Secrets of the basking shark

Take a peek inside the hidden world of Scotland's most impressive summer visitor

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Beinn Eighe and surrounding hills, Torridon (photo: Lorne Gill/SNH)

Autumn

Ad copy deadline: 22 August
Press day: 24 August
Published: 1 September

Features

Lead: Community buy-outs – the story so far

From chunks of land to whole islands, community buy-outs have become increasingly common in rural communities across Scotland. But have such moves reaped the benefits expected for local people?

Adventure: West Coast sea kayaking

The West Coast of Scotland offers some of the best sea kayaking anywhere in the world – as we discover on this multi-day adventure

Explore: Kingdom of Fife

Walk the line:

Running between the Forth and Tay estuaries, the Fife Coastal Path holds plenty of challenges – not to mention incredible scenery

Activity round up:

Our pick of the very best activities and adventures to enjoy in Fife

Experience: Going underground

It may not have a huge following in Scotland, but there are still plenty of places for pot-holers and cavers to explore

Wildlife & Ecology: Stemming the invasion

They make look pretty enough but some introduced plants are causing havoc amongst native species

Winter

Ad copy deadline: 21 November
Press day: 23 November
Published: 1 December

Features

Lead: Scotland's best adventure towns

Ever wondered which of Scotland's towns are the best places to live and play? Check out our top 10 adventure towns based on location, outdoor opportunities and sheer quality of life

Adventure: Ski touring

Ski touring can open up a whole new world of outdoor adventure during the winter months. Here's our look at some of the best touring locations

Explore: Angus Glens

Clova field:

With fantastic walks, cycling and winter climbs – not to mention important plant and animal communities – Glen Clova has something for everyone

Activity round up:

Our pick of the very best activities and adventures to enjoy in Angus

Experience: The hills have eyes

Scotland's hills and glens are chock full of myth and legend. Here are just some of the things that go bump in the night

Wildlife & Ecology: Langholm Moor Demonstration Project

A look at a pioneering initiative that aims to establish a commercially viable grouse moor while also meeting the conservation needs of protected birds of prey – especially hen harriers