

Scotland outdoors

ADVENTURE • INSPIRATION • CONSERVATION

MEDIA INFORMATION

About Scotland Outdoors

Launched in 2008 and published quarterly with the seasons, Scotland Outdoors is a high-quality magazine that explores Scotland's magnificent landscape and natural world.

Feature-led and full of inspiring photography, our editorial covers adventure travel, wildlife, ecology, conservation and outdoor activities – from walking to climbing, mountain biking, paddle sports and more.

Scotland offers a lifetime of world-class outdoor adventure. We aim to help show you how.



Distribution partners:



Why advertise in Scotland Outdoors?

In short: our dedicated readership, targeted distribution and high-quality editorial approach.

Our readers are active, environmentally aware and passionate about exploring Scotland's great outdoors – and not just through hill walking. They are outdoor 'generalists' who are interested in outdoor gear, high-quality (but unstuffy) accommodation, local food and drink, adventure and specialist travel (e.g. wildlife, walking, mountain biking), as well as accessories that help them plan their outdoor adventures (from guidebooks to maps, binoculars and cameras).

Our broad-based approach attracts an even split between the sexes and a wide age range from early-twenties and young families to mature empty-nesters looking for 'softer' adventures. Many live in Scotland, although we also reach visitors from south of the border and overseas.

Our targeted distribution. Rather than being widely available on the newsstand, the magazine is distributed mainly through partnerships with key outdoors stakeholders, including:

- In-room copies at Scotland's very best boutique inns, funky hotels and restaurants with rooms – with many located in areas of outstanding natural beauty
- Members of Wild Scotland – Scotland's wildlife and nature tourism operators association (www.wild-scotland.org.uk)
- Leading adventure travel companies (e.g. Wilderness Scotland, Rabbie's Trail Burners, Timberbush Tours)
- VisitScotland, National Trust for Scotland and Forestry Commission Scotland visitor centres
- Outdoor retailers
- CalMac ferries and airline lounges at Scotland's four main airports
- Additional distribution at mountain film festivals and other outdoor events
- Plus a growing list of subscribers

Our current circulation – 5,000 and growing – translates to an estimated readership in excess of 20,000. Each quarterly issue has a 12-week shelf-life, while the magazine's high-quality production means that many stockists retain copies for even longer.

Our in-house team of editors, writers and designers has a strong track record in producing high-quality books and magazines and share our readers' passion for the outdoors.

Our contributors are experts in their field who love to share their knowledge. Many make a living as outdoor activity instructors, mountain guides, professional photographers and wildlife rangers.

Our editorial is intelligent, accessible and entertaining, appealing to a broad range of outdoor interests. Stories range from issue-based pieces on topical subjects to exciting 'can do' articles and area-specific material – always with an emphasis on sustainable, low-impact enjoyment of wild places.

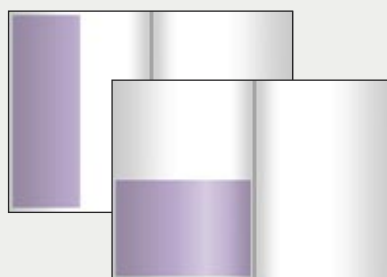
For a full list of current stockists, please see the stockist page on our website, www.scotoutdoors.com

PHOTOGRAPHY: SURF: SCHOOL, SCOTLAND; RICHARD ROWE; 500 MILES; HIGHLAND CAMPERVANS; RZSS; ABACUS MOUNTAINREING; GEOWALKS; NEVIS RANGE; WILD SCOTLAND/PETER CAIRNS; ROCKHOPPER SCOTLAND



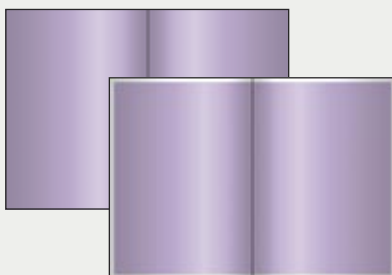
ADVERTISING RATES

- All prices are full-colour reproduction. Series discounts available
- Print advertisers receive additional online presence on the Scotland Outdoors website, including links and promotions via our regular e-newsletters
- Inserts and leaflets carried by arrangement - please call for details
- Agency commission: 10% on quarter page and above



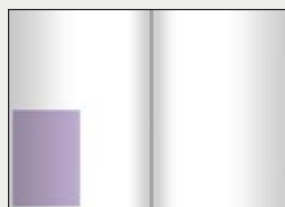
Half Page
£595

Vertical: 87W x 267H
Horizontal: 180W x 130H



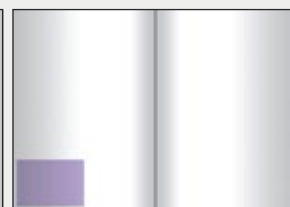
Double Page Spread
£1,795

Text area: 390W x 267H
Full Bleed: 420W x 297H
Full bleed pages must include a 3mm bleed beyond the print dimensions. Please see origination for more details



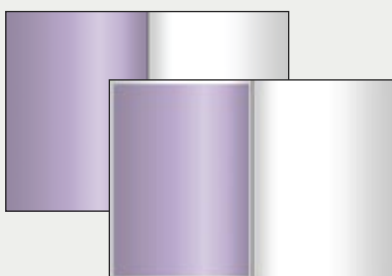
Quarter Page
£395

Standard: 87W x 130H



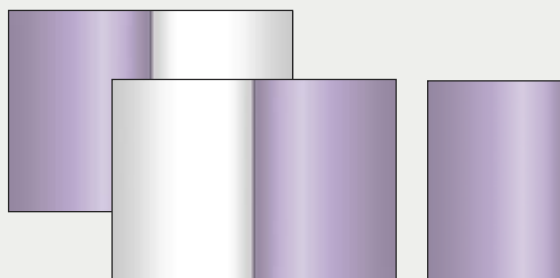
Eighth Page
£250

Standard: 87W x 62H



Full Page
£995

Text area: 180W x 267H
Full Bleed: 210W x 297H
Full bleed pages must include a 3mm bleed beyond the print dimensions. Please see origination for more details



Cover Positions

Special inside front, inside back and outside back cover position rates available. Please call for details.

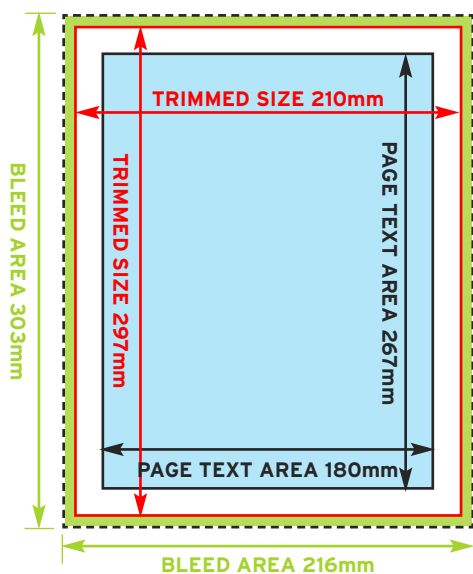
(Cover dimensions as per full page adverts)



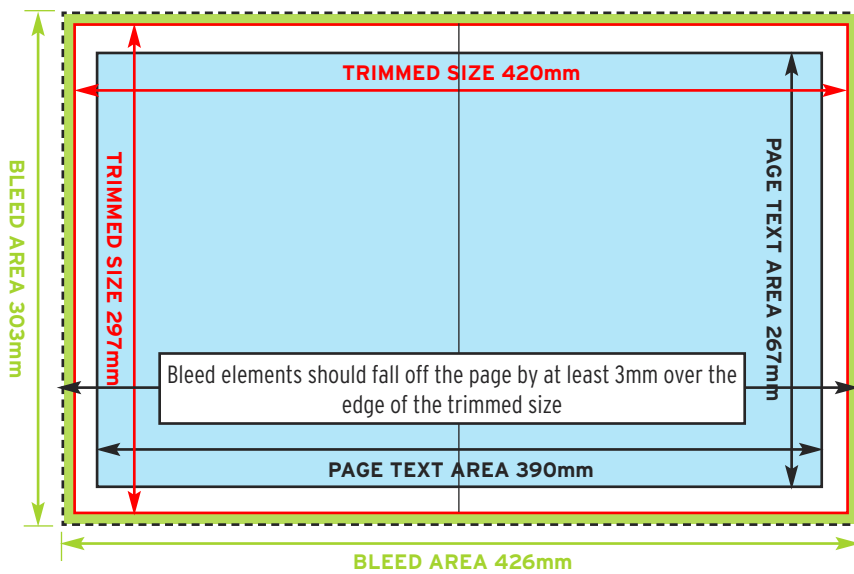
ORIGINATION

Documents with bleed

When supplying full page or double page adverts containing elements which bleed off the page, please create your document using the trimmed size dimensions, and use your layout software's bleed function to add a 3mm bleed on all sides.



FULL PAGE



DOUBLE PAGE SPREAD

Method for submission

Wherever possible, all adverts should be supplied digitally as PDF files on CD and sent to the Production Dept (see contacts section). Please include a colour laser proof for our reference.

You may also send via email to production@scotoutdoors.com. If sending by email, please also fax a hard copy to 0131 556 3300

File standards

Scotland Outdoors' standard for file exchange is PDF made to the PPA Pass4Press standard. Adobe Distiller settings for this are available free from www.pass4press.com

Where adverts are submitted as layout documents, these should be created in Quark 6.0 or above.

Any linked images in your advert layout should first be converted to CMYK colour mode at 300dpi and saved in either the TIFF or EPS format.

Whether you are submitting a PDF or a layout document, all spot colours should be converted to four colour CMYK prior to submission. Scotland Outdoors is printed using a four colour process so spot colour items will not appear in the final print.

Incorrect files

Adverts supplied in a non-standard format or which require correction or adaptation, will be liable to charge.

Adverts which do not print correctly as a result of spot colours being used are not the responsibility of Scotland Outdoors.

If in doubt, it is always best to ask!



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