

Illustration: Ben Boothman

The Skinny: At A Glance



35,000 FREE Print Copies Every Month



165,000+ Monthly Readers



600+ Distribution Partners (Edinburgh, Glasgow & Dundee)



125K Unique Users*
350K Page Views*
*Monthly



12,000+ Email Subscribers



115,000+ Followers on Social Networks

**“There aren’t enough people
like The Skinny out there”**

Rich Walker, General Manager, 4AD



Our Audience

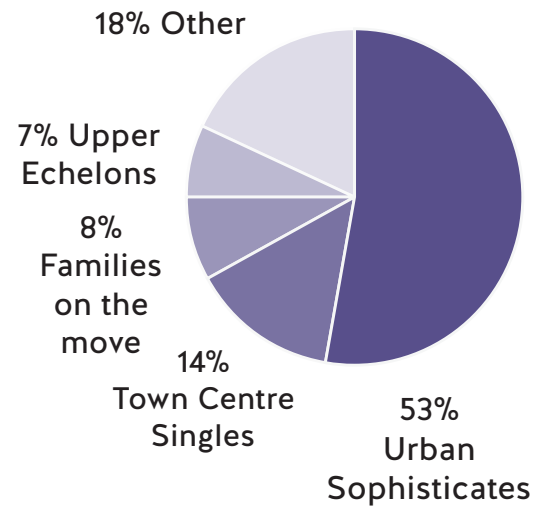
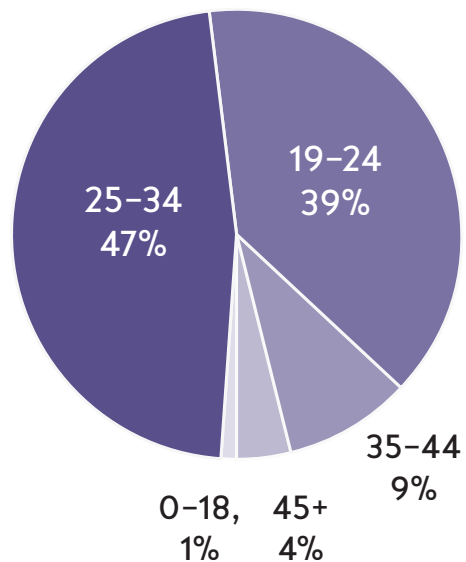
An Age of Discovery

The Skinny readers want to know more and set the trends.

The Skinny magazine bucks the trend.

Our print reach continues to expand and engage new audiences. Each location has its own style and personality, with bespoke, localised content and listings.

Age Profile



Even Appeal

51% Female | 49% Male

82% ABC1 Readership

Reader Profiles

- 98%** Listen to music every day
- 87%** Attend at least two festivals a year
- 87%** Like to read about events
- 72%** Read The Skinny every issue
- 69%** Eat out every week
- 67%** Go clothes shopping every month
- 63%** Work full time
- 62%** Go on 2-4 holidays a year
- 59%** Are educated to degree level
- 44%** Visit theskinny.co.uk at least once a week
- 44%** Go to at least 3 gigs a month
- 44%** Are in the pub twice a week or more
- 43%** Like to know about events/artists before anyone else
- 38%** Attend at least one festival abroad each year
- 34%** Buy music at least once a week
- 25%** Are studying

Photos: Sarah Donley and Michaela Bodlovic



The Skinny: Print

Launched October 2005
Edinburgh, Glasgow & Dundee

- 35,000 copies
- 160,000+ readers
- 600+ distribution partners
- Monthly
- ABC Certified

Now in its 14th year, The Skinny has become the trusted source for information about the full cultural scene throughout Scotland and beyond.

With a loyal readership, The Skinny provides interviews with internationally renowned artists alongside relevant localised content, previews, reviews and daily listings to create an essential guide for anyone who wants to be ahead of the crowd and in the know.



Reader key facts:

- 98% listen to music every day
- 86% aged 18-44
- 69% eat out every week
- 67% go clothes shopping every month
- 63% work full time
- 62% go on 2-4 holidays a year

- ★ 53% of clients have advertised for 3+ years.
- ★ 92% of our advertisers re-book with The Skinny after their first campaign.

**92% of our
advertisers re-book
with The Skinny
after their first
campaign**

Print Prices*

*before VAT

GLASGOW
FILM
FESTIVAL

NATIONAL
THEATRE
OF SCOTLAND

CCA: Centre for
Contemporary Arts



1/8 Box

£325



1/4 Vertical

£545



1/4 Box

£545



1/2 Vertical

£895



1/2 Horizontal

£895



Full Page £1395

Inside Front Cover £1645

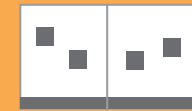
Page 3 £1645

Outside Back Cover £1745



Double Page
Spread (DPS)

£2500



Scatter Listings DPS

£650

Print Tech Specs & Deadlines

	Booking	Artwork	Street
January 2019	12 Dec	18 Dec	3 Jan
February	23 Jan	29 Jan	5 Feb
March	20 Feb	26 Feb	5 Mar
April	20 Mar	26 Mar	2 Apr
May	17 Apr	23 Apr	30 Apr
June	15 May	21 May	28 May
July	12 Jun	18 Jun	25 Jun
August	17 Jul	22 Jul	30 Jul
September	21 Aug	27 Aug	3 Sep
October	18 Sep	24 Sep	1 Oct
November	16 Oct	22 Oct	29 Oct
December	13 Nov	19 Nov	26 Nov
January 2020	11 Dec	17 Dec	7 Jan
February 2020	22 Jan	28 Jan	4 Feb








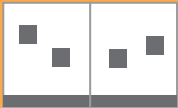
Tech Specs

- Print adverts should be 300dpi CMYK, PDF or JPEG/TIFF
- The magazine is printed on trimmed coldset newsprint and exported as [PDF/x-1a:2001] so artwork needs to be compatible with [PDF/x-1a:2001] with **all fonts and images embedded**
- Total ink usage **should not exceed 240%**, max K100
- 5mm bleed **must be included** on Full Pages and Spreads, but is **not needed** for smaller sizes
- Ensure any essential content is within the type-safe area specified
- Adverts should be sent to adverts@theskinny.co.uk with the advertiser in the subject box

Payment Ts & Cs

- Print advertising clients have **7 days** after street date to make payment.
- All invoicing is electronic unless otherwise stated.
- Up to 30%** may be added to your invoice as a late payment charge if you do not pay by the agreed date.
- You will have **48 hours** after booking to cancel your advert after which time you will be liable for the full cost of the advertising booked.
- If advertising is booked but artwork not provided by the deadline, the client is still liable for the cost of the advertising.
- Full terms and conditions can be found at theskinny.co.uk/about/advertise/advertising-terms-and-conditions

Print Sizes

							
1/8 Box 118.5mm(w) x 74mm(h)	1/4 Vertical 57mm(w) x 305.5mm(h)	1/4 Box 118.5mm(w) x 151mm(h)	1/2 Vertical 118.5mm(w) x 305.5mm(h)	1/2 Horizontal 241mm(w) x 151mm(h)	Full Page Bleed: 275mm(w) x 342mm(h) Trim: 265mm(w) x 332mm(h) Type Safe: 240mm(w) x 310mm(h)	DPS B: 540mm(w) x 342mm(h) T: 530mm(w) x 332mm(h) TS: 500mm(w) x 310mm(h)	Scatter Listings DPS Nested Boxes: 57mm(w) x 57mm(h) Base banners: 241mm(w) x 12mm(h)

The Skinny Student Supplement

An indispensable guide for students

Students are a crucial demographic for the culture of any city, since many of them – be they new, visiting, or returning students – are at their most impressionable, adventurous, and curious.

The Skinny's annual guide to student life is written and edited by current or recent students, so the tone, content, and format is optimised to engage with its readers.



At A Glance

- Up to 36,000 copies included inside THE SKINNY September Issue
- 25,000 additional stand-alone copies, 24 pages, FREE
- Key cities: Edinburgh, Glasgow and Dundee
- Distributed to universities, colleges, student accommodation & specially selected student hotspots
- Also handed out at selected events, fairs & via key partners
- Trusted and established publication, now in its 12th year






Tech Specs

Print adverts should be 300 dpi, CMYK PDF or JPEG/TIFF, with all fonts and images embedded.

5mm bleed must be included on full pages and spreads but is not needed on smaller sizes.

Advert Sizes

as per main mag sizes:

	1/8 Box 118.5mm(w) x 74mm(h)	
	1/4 Box 118.5mm(w) x 151mm(h)	
	1/2 Horizontal 241mm(w) x 151mm(h)	1/2 Vertical 118.5mm(w) x 305.5mm(h)
	Full Page Bleed: 275(w) x 342(h)mm Trim: 265(w) x 332(h)mm Type Safe Area: 240(w) x 310(h)mm	
	DPS B: 540(w) x 342(h)mm T: 530(w) x 332(h)mm TS: 500(w) x 310(h)mm	

Advert Prices*

*before VAT



1/8 Box
£325



1/4 Box
£545



1/2 Vertical
£895



1/2 Horizontal
£895



Full Page
No Fixed Placement: £1395
Guaranteed Right Hand Page: £1645
Inside Front Cover/Page 3: £1645
Outside Back Cover £1745



DPS
£2500

“The Student Handbook has been the perfect vehicle for us to engage with the student market in Edinburgh and Glasgow”

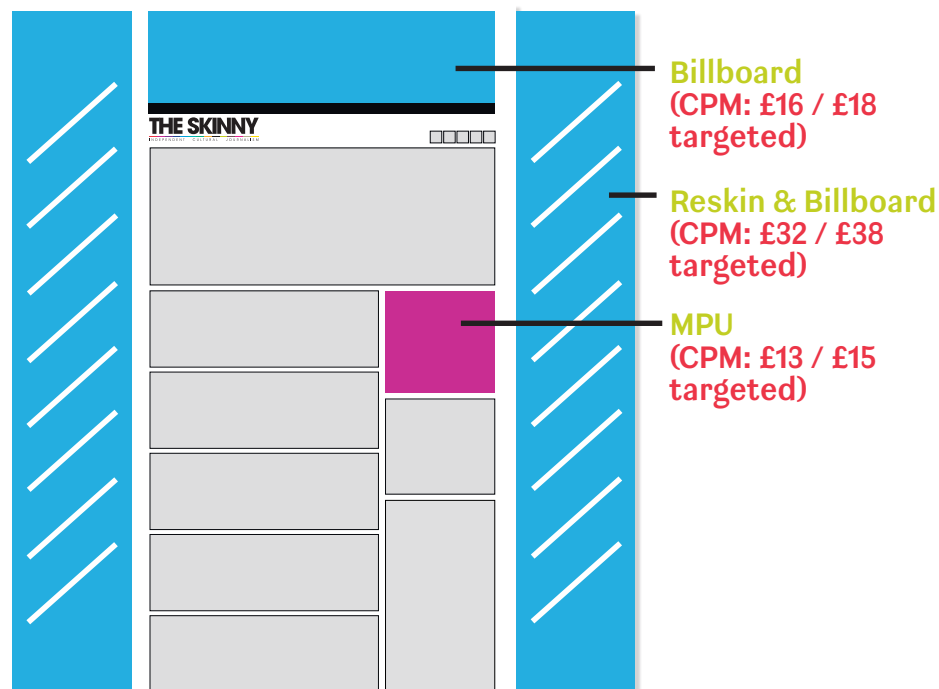
Anthony Dorman, Marketing and Promotions Manager, The Stand Comedy Club

Digital Engagement

The Skinny's digital audience stretches far and wide. Inspiring awareness of local acts on an international scale, our online content is tailored to the savvy online user. Engagement and building loyalty with users is key to our continued digital expansion.

theskinny.co.uk is a powerful platform for reaching our culturally engaged visitors, with high-impact display slots in key visible positions on our web pages. Options include the Billboard, MPU or Reskin & Billboard combination. Display adverts can be section or geo-targeted.

theskinny.co.uk



- ★ 125,000 unique users per month
- ★ 350,000 page impressions per month
- ★ 0.18% average click-through rate
- ★ 49% of traffic from mobile devices
- ★ Section-targeted campaigns available
- ★ See below for targeted options including Homepage & Section Takeovers, and digital advertorial pages

National Reach

- ★ 25% London, 44% Key city areas (Edinburgh, Glasgow, Manchester, Liverpool, Dundee, Leeds, Birmingham)

Social Engagement

- ★ 35% of traffic from social
- ★ 115K friends/followers as of Nov 2018

Section & Site Takeovers

- For maximum impact, book the Reskin & Billboard to dominate the page
- Or occupy all three display slots for a particular section or run of site, e.g all music pages
- Consistently high average CTR (>1%)
- Quotes are tailored to specific campaigns



Sponsored Content

The Skinny can work with you to create a fully bespoke online advertorial that allows you to connect and engage with our readers, all in our trusted editorial tone and design.

Optional traffic drivers available, including via social networks and homepage placement.



Digital Tech Specs

theskinny.co.uk

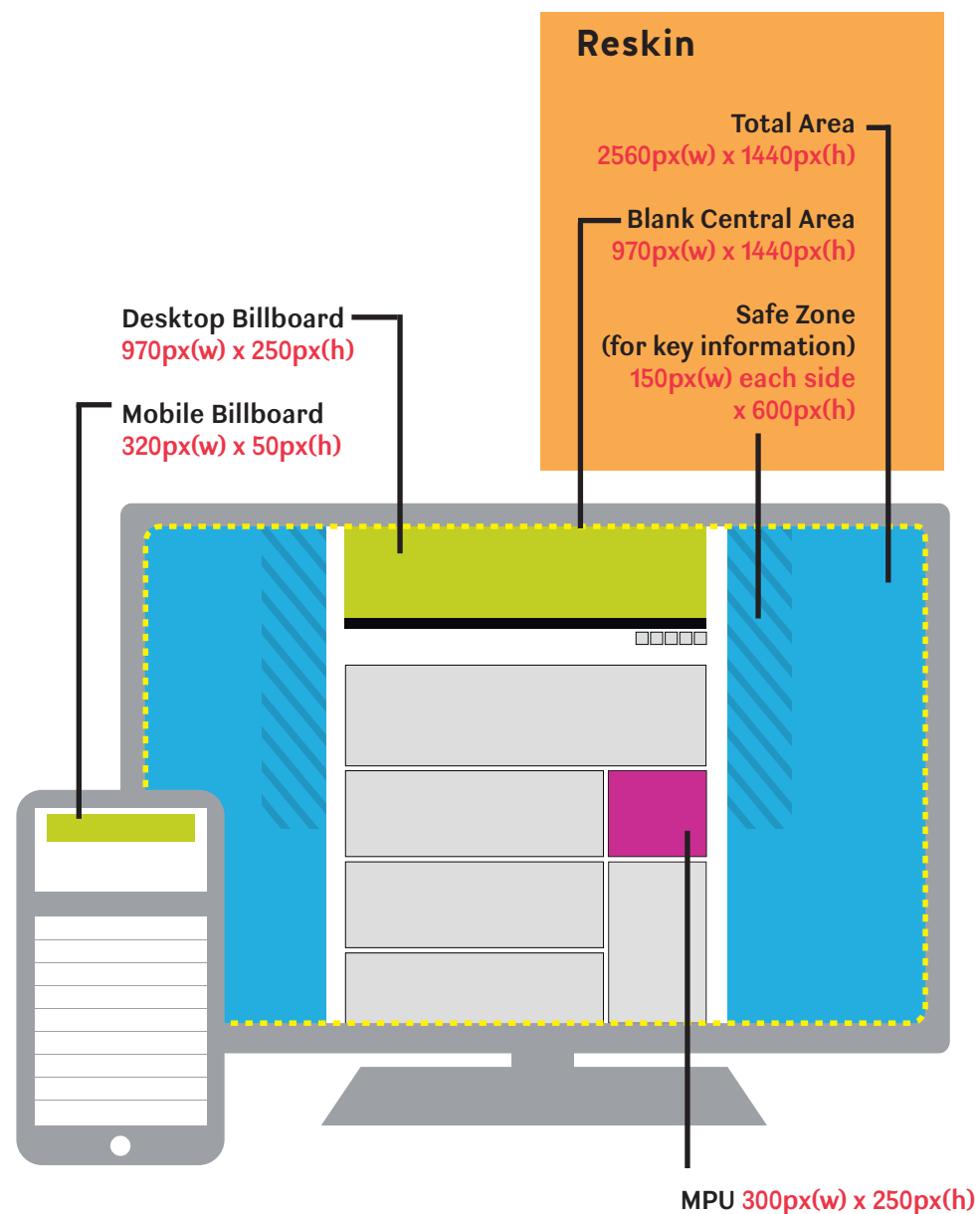
As well as traditional image formats (RVB, JPEG and animated GIF) max file size 1MB, theskinny.co.uk accepts rich media banners in the dimensions stated. Please refer to the IAB website (www.iabuk.net) for maximum audio and play lengths, controls, labeling and other best practice recommendations for your artwork. If you are providing Flash™ or HTML5 files, please also submit a standard

image file to display to users without capacity to run Flash™ or HTML5*. Ambient Reskin adverts must be submitted as JPEG or static GIF files. *Flash files must be 10.1 or lower

Please submit all digital copy and URLs to your sales contact at least 5 days before live date to ensure adverts can be checked before uploading.

Reskin

- Reskin adverts should be supplied as **one image** to the spec: 2560px(w) x 1440px(h)
- Additional dimensions are given (to the right) for **guidance** as to where **key information** should be featured
- The **central area** is for our content and must be kept blank in your design
- Your design should extend to fill the **total area** so as to be visible on even the biggest screens
- Reskins do not scroll with the page.



Special Projects

At The Skinny we embrace new ideas and have a team of creative contributors that can assist with any campaigns and projects.

Advertising Features

Create content across our print or digital networks to encourage interaction, awareness and brand association for our clients.

Media Partnerships

The Skinny works with events, brands and businesses to maximise their reach to our readership, while also creating new avenues of exposure to potential readers.

Bespoke Magazines

The Skinny team can create a one-off brochure, daily publication or digital creation to assist raising awareness and promotion of your event or product.

We've worked with both **Edinburgh College of Art** and **Glasgow School of Art** to produce bespoke degree show magazines, using student contributors under The Skinny brand.

The **CineSkinny** is a daily guide to the Glasgow Film Festival designed to deepen the relationship between local audiences and the festival itself, as well as drive ticket sales and extend the GFF's reach to new audiences.

In 2018 we supported the **Edinburgh International Film Festival** by producing a digital exploration of their programme, focusing on their American Women in the '80s strand.

"The Skinny are full of great ideas of ways to make partnerships meaningful for both organisations, and their editorial coverage is excellent."

Kirsty Tough, Head of Marketing, EIFF & Film-house

Supplements

Our annual guide to **Unbound**, a late night series of events for the **Edinburgh International Book Festival**, is a perfect example of how you can extend your brand to our readers. In 2018 we also teamed up with **National Museums Scotland** to create a unique supplement to accompany **Rip It Up**, a landmark exhibition exploring the history of Scottish pop music.

Fest Magazine

Our sister magazine, **Fest**, is not only the biggest free guide to the Edinburgh festivals, but also spread its wings to the southern hemisphere in 2018 to cover the festivals in Adelaide, Australia.



The Skinny: Live!

Let The Skinny help put on your event! Over the years we've curated exhibitions, hosted short film competitions, given out comedy awards, sponsored music festival stages, run club nights and put on more gigs than you can shake a mic at.

Client provides:

- Booking and curation fees to cover our time
- Marketing budget to support event
- Venue hire

The Skinny provides:

- Unrivalled curation expertise
- Coverage in print, online, The Zap and social media
- Audience reach of 368,000+
- High quality bespoke photography

Alt Peers Ball

Working alongside media everyman Vic Caloway, The Skinny helped programme the second edition of the Alternative Peers' Ball at Edinburgh's Assembly Rooms. With the multi-arts indoor festival being a throwback to an 1800s party organised by Sir Walter Scott, we helped bring proceedings right up to date with a jam-packed bill of rising and established stars - too many to list here.



Hidden Door

In line with our love of eclectic cultural events, we supported Hidden Door Festival in 2018 by putting on an event blending our music and film expertise. In the grand Leith Theatre, The Skinny dug up *The Cabinet of Dr. Caligari* – a 1920s silent spine-tingler – and recruited a suite of electronic musicians to soundtrack the film live. Followed, of course, by a gig until the small hours with the likes of HQFU and Makeness.



Photo: Rosca Páivansalo

Kelburn Garden Party

2018 saw The Skinny partner with the West Coast's longrunning jewel of a music festival. We curated the Pyramid Stage's Saturday bill, selecting the best local and up-and-coming artists for one of the sunniest summer weekends on record. Headlined by Future Cetus, the roster was the perfect marriage of Kelburn's inclusive booking ethos and The Skinny's commitment to championing emerging talent.



Edinburgh International Film Festival

We were thrilled to partner with EIFF in 2018, particularly as it gave us a chance to champion women filmmakers by supporting their Female Directors in American Cinema strand. We sponsored the screening of *Smithereens*, the seminal debut by *Desperately Seeking Susan* director Susan Seidelman - complete with a live Q&A and a free party afterwards with our house DJs playing 80s bangers.



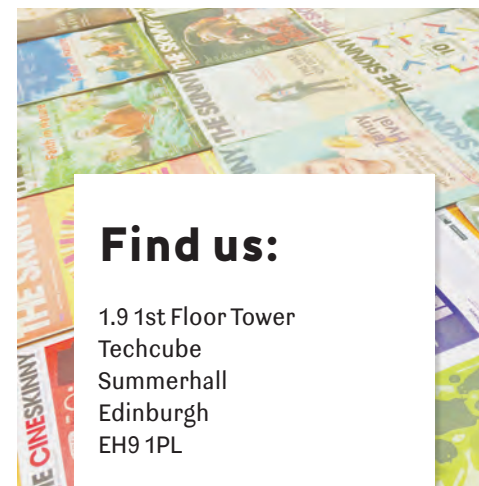
Thanks for Reading!

So, you've seen all of the stats. You've seen what we can offer. We're curious, though: what are you doing? How do you currently reach your audience? This isn't about cookie-cutter, off-the-shelf products. The Skinny Sales Team is here to tailor solutions for your needs. Drop us a line, pick up the phone – we'd love to hear from you!

Whether it's a last minute 1/8 page advert to promote your new club night or an integrated multi-platform campaign for an international brand, everything The Skinny does has the same level of care, attention and love.

“The team at The Skinny are full of enthusiasm for their product, always respond quickly to briefs and come up with good ideas on how best to engage with their audience”

Jenny McManus, Head of Display, Carat Edinburgh



Find us:

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Techcube
Summerhall
Edinburgh
EH9 1PL

+44 (0)131 467 4630



sales@theskinny.co.uk

