

# 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.

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GLASGOW  
FILM  
FESTIVAL

NATIONAL  
THEATRE  
OF SCOTLAND

CCA: Centre for Contemporary Arts

## Print Prices\*

\*before VAT



1/8 Box

£325



1/4 Vertical

£545



1/4 Box

£545



1/2 Vertical

£895



1/2 Horizontal

£895

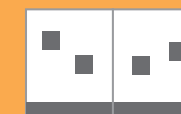


Full Page £1395  
Inside Front Cover £1645  
Page 3 £1645  
Outside Back Cover £1745



Double Page Spread (DPS)

£2500



Scatter Listings DPS

£650