

The Skinny Student Handbook

An indispensable guide for students

Students are a critical 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






- 40,000 copies, FREE
- Key cities: Edinburgh, Glasgow and Dundee
- A5, perfect bound
- Distributed to universities, colleges, student accommodation & specially selected Skinny student hotspots
- Also handed out at selected events, fairs & via key partners
- September release, October top-ups
- 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.

Print Sizes

	1/4 Box 59.5mm(w) x 92mm(h)
	1/2 Vertical 59.5mm(w) x 187mm(h)
	1/2 Horizontal 123mm(w) x 92mm(h)
	Full Page Bleed: 154(w) x 216(h)mm Trim: 148(w) x 210(h)mm Type Safe Area: 128(w) x 190(h)mm
	DPS B: 308(w) x 216(h)mm T: 296(w) x 210(h)mm Ty: 256(w) x 190(h)mm

Print Prices*

*before VAT



1/4 Box
£400



1/2 Vertical
£675



1/2 Horizontal
£675



Full Page
No Fixed Placement: £1000
Guaranteed Right Hand Page: £1200
Inside Front Cover/Page 3: £1475
Outside Back Cover £1600



DPS
£1800

“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