

# THE SKINNY ZAP

An organically grown, effortlessly informed weekly eNewsletter.

This is an ideal platform for promoters, venues and brands. Provide a timely boost to an avid audience group wanting recommendations for their week ahead.

High value opportunity to gain direct access to The Skinny's database and our social networks.

- Every Thursday
- Top weekly recommendations
- **12,000+ subscribers**
- Also hosted on theskinny.co.uk
- Prices calculated per 1,000 subscribers (CPM)
- Posted via social networks **100,000+ friends/followers**
- Commitment discounts available
- Quick turnaround, artwork needed Monday prior to inclusion

\*Please note digital stats are always increasing so check with your sales team for the most up-to-date figures

Please provide all elements to your sales contact by 5pm Monday prior to inclusion.

## Box Advertising

- **Immersed in content** – excellent brand association
- **Quantifiable** – trackable open rate & CTR

300px(w) x 250px(h) | £120 (£10 CPM)

## Banner Advertising

- Dominates width of newsletter
- **Immersed in content** – excellent brand association
- **Quantifiable** – trackable open rate & CTR

600px(w) x 250px(h) | £240 (£20 CPM)

## Advertorial Advertising

- Includes up to 75 words, lead image and links.
- **Brand Engagement** – direct dialogue in the tone your brand wants presented
- **Exclusive Messaging** – you are the only advertorial inclusion.
- **Measured** – embedded links, with trackable open rate & CTR

600px(w) x 250px(h) | £300 (£25 CPM)

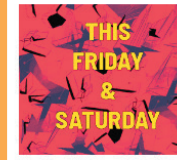
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## Let's Get Digital

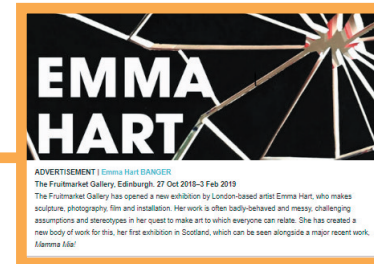
Annual festival of digital and technological art **NEON** returns for its fifth year in venues across Dundee next week, from 6-11 November

Just one feature of this year's programme is **Citizen of Nowhere**, a festival merging theatre and technology presented by the National Theatre of Scotland. Experience **VR Theatre** (pictured), co-created by Limina Immersive and William Galinsky, or witness two MacBooks acting in Annie Dornan's digital theatre piece **Hello Hi There**. So modern. So meta.



### Still Running

Scotland's resident literary weirdo Chris McQueen releases his second short story collection **HWFG** this month on 404 Ink. Ahead of its release, McQueen tells us about the pressures of following up his much-loved debut, **Hings**, and who he'd like to leather. Image: Simlad Oranger Photography



Fields of Dreams

30th August - 1st September 2018 *Electric Fields* DUMFRIES & GALLOWAY

NOEL GALLAGHER'S HIGH FLYING BIRDS **James LEFTFIELD**

TEENAGE FANCLUB PUBLIC SERVICE BROADCASTING YOUNG FATHERS **OLEANDRIDE EZRA CURMAN**

CHRISTOPHER YOUNG THE HORRORS THE CORAL

BAXTER DURY JANEZ IDLES **THEO ANDERSON** LADY LESHRUA

THE BROTHERS SUNFLOWER BEAN **THE LIZ GORDON STANLEY ODD**

BLACK HONEY **POSTERBORN** OUT LINES **WOLFE SOLAREYE**

THE INFELLES NIGHTWAVE **SCOTT HUBBARD FLAMINGOOS**

TRACYANNE & DANNY **THE WINDS CHARLIE BONES** **WOLFE'S FEET**

THE WINDS KEVIN WILLIAMSON **THE WINDS VICTORIA MCNUITY**

THE WINDS THE WINDS **ATHENS OF THE NORTH** **RASCALTON** **WOLFE**

WOLFE **WOLFE** **INTERNATIONAL TEACHERS OF POP** **WOLFE**

WOLFE **WOLFE** **WOLFE** **WOLFE** **WOLFE** **WOLFE** **WOLFE**

CHURCH OF GOOD TIMES **THE WINDS** **WOLFE** **WOLFE** **WOLFE** **WOLFE** **WOLFE**

NICK'S DRUM WORKSHOP **WOLFE** **WOLFE** **WOLFE** **WOLFE** **WOLFE** **WOLFE**

MUSIC DANCING SPINNING WIND STREET FOOD ART REAL LIFE FESTIVAL YOGA

SPECIALIST COCKTAILS COMEDY CHART WORKSHOPS GUN KID'S ELECTRIC MASSAGE

Electric Fields Tickets

Friday & Saturday: £115  
Thursday Bolt-On: £26

## Bespoke Solus Email

Create your own bespoke email and send your message direct to our ZAP signups. The Skinny team can help you create a beautifully engaging message to suit our reader's demands and convey your campaign effectively.

£900 | £75 CPM

