

The Skinny Guide to EDINBURGH



Looking to target the influx of culture-hungry tourists to the capital this summer? From the team that brings you The Skinny and Fest, our new City Guide aims to provide an up-to-date and COVID-informed guide to Edinburgh for visitors. Offering an insider's guide to the city plus tips on things to do in the surrounding area, this free A5 print publication will provide a curated tour of restaurants, bars, galleries, record stores and bookshops, with a focus on supporting local businesses.

The summer festivals programme (including Edinburgh International Festival, Edinburgh Art Festival, Edinburgh International Book Festival and the Fringe) will also be covered. Up-to-date access information on the city's attractions will be provided. And, with visitors arriving from different regions in the UK and beyond, it is of the utmost importance to provide easily accessible guidance on the local guidelines and COVID-19 safety resources.

Our portable, pocket-sized Edinburgh City Guide will be a handy resource for tourists – and the best way to tell them about your business.

Key information

Circulation: 15,000 free copies

Street date: Tuesday 27 July 2021

Artwork deadline: Tuesday 20 July 2021

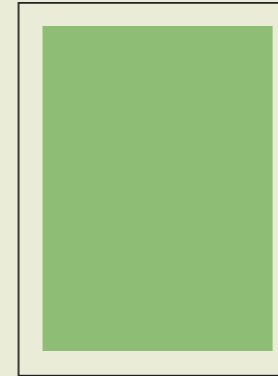
Distribution: Available for free in culture and hospitality venues, city centre supermarkets, hotels and airports (Edinburgh arrivals, Gatwick departures)

How to Book

To secure your advertising space, or ask any questions, please email sales@theskinny.co.uk or call 0131 467 4630

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Rates and Specs

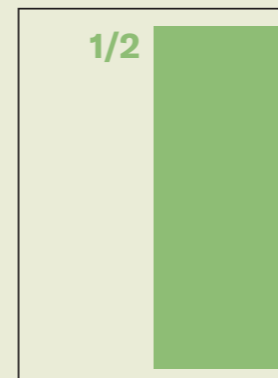


Full page

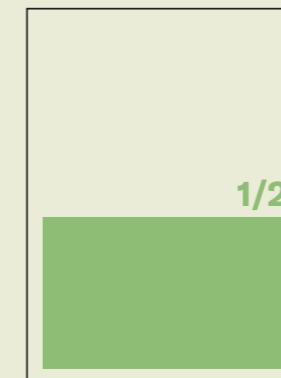
Bleed w 154 × h 216mm
Trim w 148 × h 210mm
Safe w 128 × h 190mm

Full Page: £750
Inside Front Cover: £1125
Page 3: £1125
Outside Back Cover: £1375

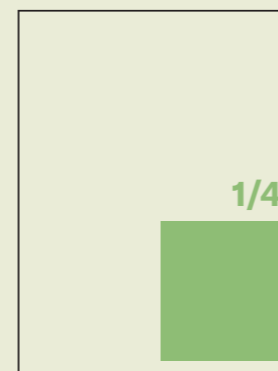
Double Page Spread: £1250



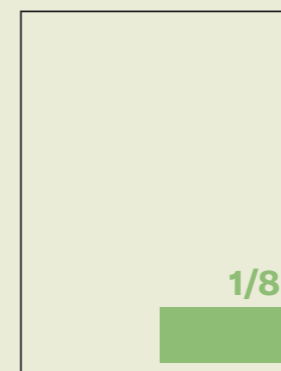
Half vertical
w 60 × h 188mm
£450



Half horizontal
w 123 × h 92.8mm
£450



Quarter box
w 60 × h 92.8mm
£295



Eighth page
w 60 × h 45mm
£175

In-house design

We can create artwork at an additional cost – please contact us for more details.
sales@theskinny.co.uk

Artwork Checklist

Run through our copy checklist to avoid problems processing or placing your advert in the magazine:

- File is a flattened PDF, TIFF or JPEG
- Resolution is 300dpi
- Correct size and orientation
- Colour profile is CMYK
- Legible typesize (no smaller than 5.5 pt, depending on typeface)
- Full page ads have correct bleed and safe area sizes
- No crop or bleed marks
- Supplied at least 4 days prior to publishing date

Please email your ad to:
adverts@theskinny.co.uk

All rates are before VAT

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