

The Skinny Guide to GLASGOW



Looking to target culture-hungry locals and visitors alike this autumn? If you want to take advantage of both the influx of people around COP26 in November and the return of in-person events as we head towards the winter, our new Guide to Glasgow will help you reach those readers.

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 and community projects. We'll also be celebrating Glasgow's status as a UNESCO City of Music by diving into its musical history, along with recommendations of its live venues and world-famous clubbing. A selection of the city's event calendar – over Christmas and into January – will be covered, with the latest COVID-19 safety tips alongside.

Written by established local voices, our portable, pocket-sized Glasgow City Guide will be a handy resource for both residents and tourists – and the best way to tell them about your business.

Key information

Circulation: 20,000 free copies

Street date: Friday 29 October 2021

Artwork deadline: Tuesday 19 October 2021

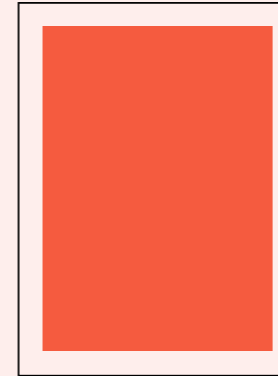
Distribution: Available for free in culture and hospitality venues, city centre supermarkets, hotels and airports (Glasgow & Edinburgh arrivals, Gatwick departures)

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

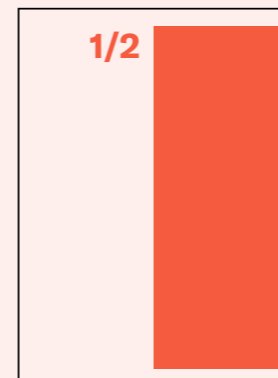


Full page

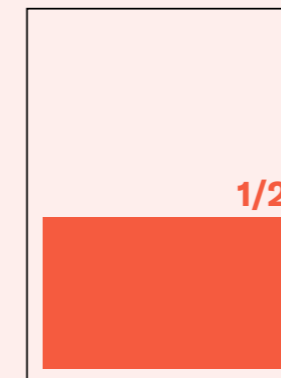
Bleed w 154 × h 216mm
Trim w 148 × h 210mm
Safe w 128 × h 190mm

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

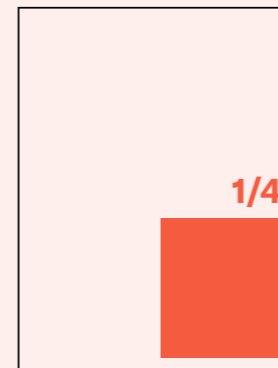
Double Page Spread: £1250



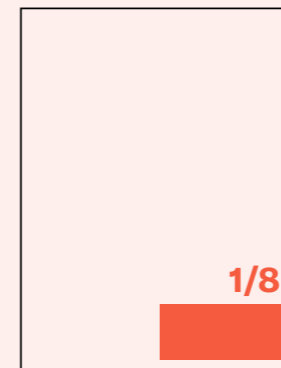
Half vertical
w 60 × h 188mm
£450



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



Credit: by Craig McKay on Unsplash
Cropped by us.

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:
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All rates are before VAT

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