

An illustration of a woman with long brown hair, wearing a blue dress and gold hoop earrings, sitting on a purple surface and reading a magazine. The magazine features a colorful abstract design. In the background, there is a blue bookshelf filled with books, a lamp with a black shade, and a window with vertical blinds. The overall style is vibrant and artistic.

THE SKINNY

MEDIA KIT 2021



THE SKINNY

Scotland's free, monthly magazine covering all things cultural with a grassroots focus.

The Skinny celebrates creativity.

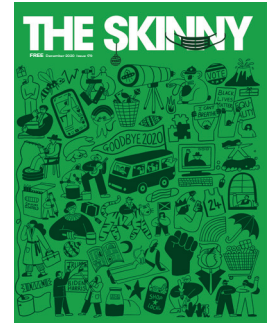


“Being featured on the cover of The Skinny was a very significant moment for us. The feature delved deeper than just skimming the surface of what we do - something we value a lot when so many interviews just ask the same questions.”

Free Love
(Suzi and Lewis Cook)

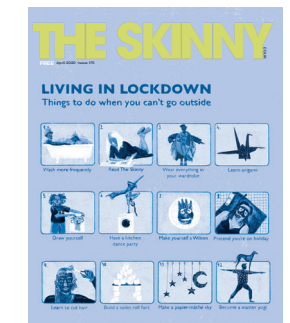
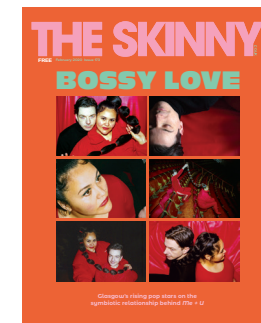
COVER TO COVER

The Skinny exists to develop, celebrate and support creativity. We work with local and international illustrators and photographers to design bespoke, striking covers that draw in the reader.



“One of the success stories in independent journalism”

Ninja Tune
(Tom Adcock, senior publicist)

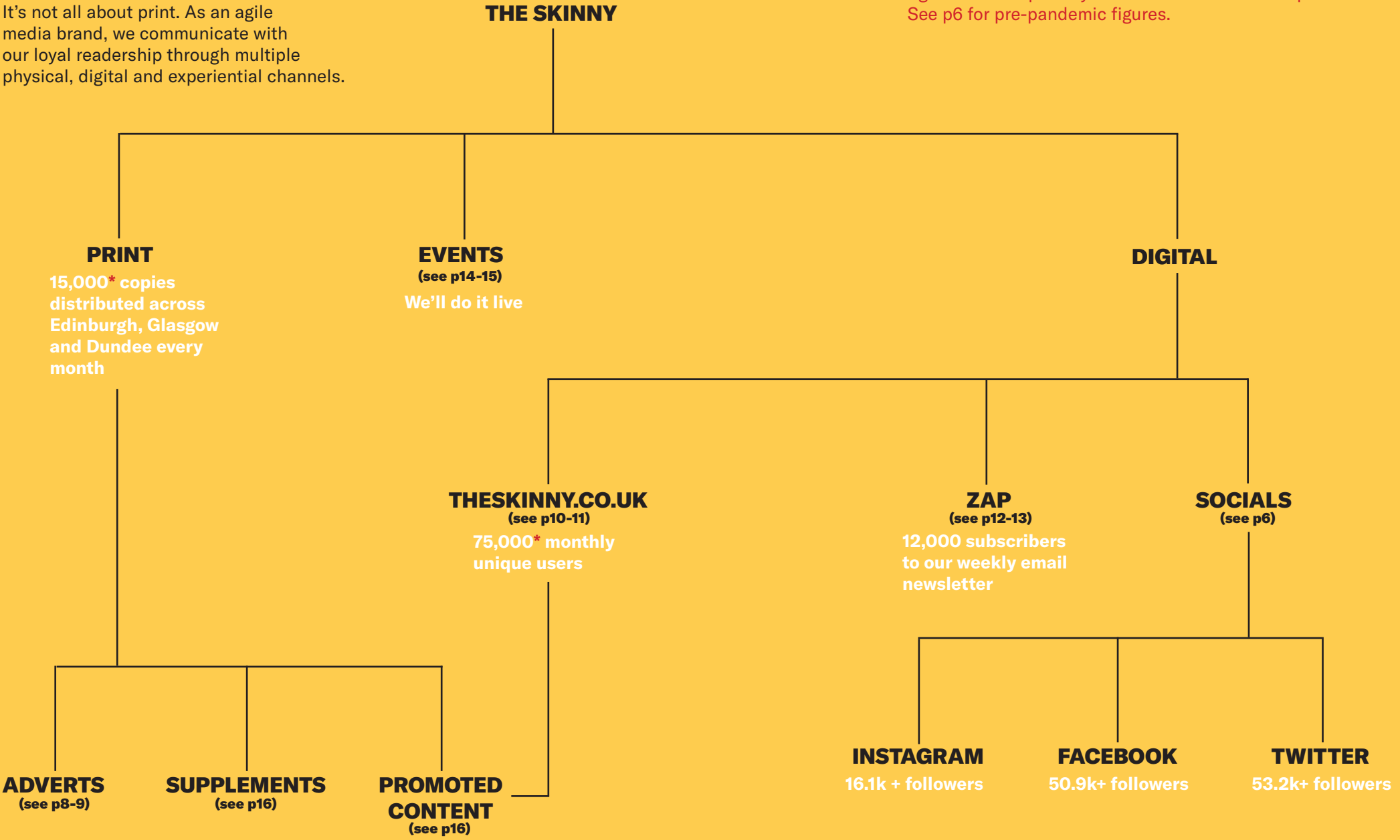


As well as being stitched into The Skinny September issue, we also print 25,000 stand-alone copies of our Student Guide, which are handed out at freshers fairs.

GET INVOLVED

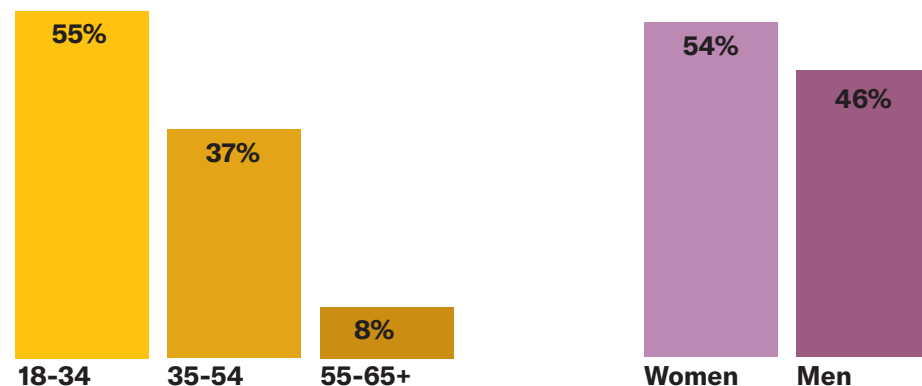
It's not all about print. As an agile media brand, we communicate with our loyal readership through multiple physical, digital and experiential channels.

*** CORONAVIRUS UPDATE:** Our print and web figures are temporarily reduced due to the 2020 pandemic. See p6 for pre-pandemic figures.



READERS & REACH

The Skinny reader is young, has cash, and goes out. Culturally adventurous, our core demographic is 18-34 years old, ABC1 and a roughly even gender split, favouring women.



115,000 social media followers across Facebook, Twitter and Instagram

125,000* monthly unique users, 350,000* monthly page views and 12,000 email subscribers

35,000* free monthly copies and 165,000* monthly readers

*Pre-pandemic figures

STAMPS OF APPROVAL

Don't take our word for it. Here is a small selection of the organisations who support The Skinny.



DISTRIBUTION PARTNERS

In healthier times, our magazine can be found at over 500 distributors, including airports, throughout Edinburgh, Glasgow and Dundee. However during the 2020 pandemic we have reduced our circulation and pivoted to supermarkets, only sending copies to our historic partners when they're able to open safely.

As such please check theskinny.co.uk regularly for updated stockists on a monthly basis.

Would you like to stock The Skinny? Get in touch!

PRINT ADVERTISING

Since 2005 The Skinny's flagship monthly* printed magazine has been a trusted source of events and culture recommendations in **Glasgow, Edinburgh and Dundee.**

ABC certified as the **biggest listings mag** in the country, and printed on distinctive **trimmed-tabloid size** recycled newsprint, The Skinny provides unique access to the discerning **18-34 year old** culture consumer in Scotland.

Print artwork should be **300dpi, CMYK** and sent as either a **JPEG** or a **PDF** with all layers, fonts and images embedded.

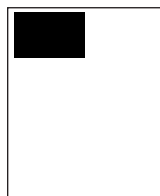
Need a hand putting together your ad artwork? We offer in-house design** by professional designers for just **£75 +vat** per advert.

All prices listed are **exclusive of VAT.**

Send adverts to adverts@theskinny.co.uk

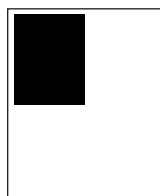
*turn to p19 for dates / deadlines

**subject to capacity



1/8 Box
117.5mm(w) x 73mm(h)

£325*



1/4 Box
117.5mm(w) x 150mm(h)

£545*



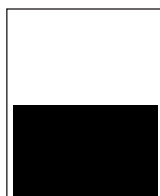
1/4 Vertical
57mm(w) x 304mm(h)

£545*



1/2 Vertical
117.5mm(w) x 304mm(h)

£895*



1/2 Horizontal
239mm(w) x 150mm(h)

£895*

***CORONAVIRUS UPDATE:** We are offering pandemic price reductions on all print rates. Get in touch to find out more



Full Page

Bleed: 275mm(w) x 342mm(h)

Trim: 265mm(w) x 332mm(h)

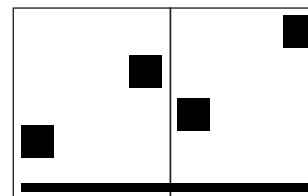
Type Safe: 240mm(w) x 310mm(h)

Full Page: **£1395***

Inside Front Cover: **£1645***

Page 3: **£1645***

Outside Back Cover: **£1745***



Sponsored Listings DPS

Nested Boxes: 57mm(w) x 57mm(h)

Base banners: 239mm(w) x 12mm(h)

£500*

There's no need to include crop marks on any of our adverts and we only require a bleed on Full Page adverts.



DPS

B: 540mm(w) x 342mm(h)

T: 530mm(w) x 332mm(h)

TS: 500mm(w) x 310mm(h)

£2500*



Cover Wrap

Consists of front cover, IFC, IBC and OBC

B: 540mm(w) x 342mm(h)

T: 530mm(w) x 332mm(h)

TS: 500mm(w) x 310mm(h)

£9500*

Our website isn't just an engaging platform for all our news and features. It's a dynamic way of reaching our tech-savvy readership, via high-impact display units (p11) and custom promoted content (p16).

- ▶ 125,000* unique users per month
- ▶ 350,000* page impressions per month
- ▶ 0.18% average click-through rate
- ▶ 49% of traffic from mobile devices

The cost of advertising on theskinny.co.uk is determined by pageviews or **impressions**. This means you pay for the **actual number of times your advert will be seen** (CPM, cost per thousand impressions).

See the prices on the right? That's how much 1,000 impressions costs. We recommend booking at least 10,000 impressions for an effective campaign.

Example price:
Billboard x 20,000
= £360 (20 x £18)

*Pre-pandemic figures

Tech specs:

- ▶ Traditional image formats and rich media accepted
- ▶ Maximum file size 1mb
- ▶ Please submit files 5 days before live date



Desktop Billboard £18 CPM

970px(w) x 250px(h)



MPU £20 CPM

300px(w) x 250px(h)

Mobile Billboard

320px(w) x 50px(h)



Reskin and Billboard

Please provide billboard and reskin as two different images.

£38 CPM



Reskin Specs

Total Area:
2560px(w) x 1440px(h)

Mandatory Blank Central Area:
970px(w) x 1440px(h)

Safe Zone (for key information):
150px(w) each side x 600px(h)



Supply as one image, with the design filling the total area so that it is visible on even the biggest screens. Reskins do not scroll with the page and are not sold without a billboard.

THE SKINNY ZAP

An organically grown, effortlessly informed fortnightly* eNewsletter.

- Every second **Friday***
- Top weekly recommendations
- 12,000+ subscribers
- Also hosted on theskinny.co.uk
- Posted via social networks 100,000+ friends/followers

Please provide artwork to your sales contact no later than **Monday** prior to inclusion.

All prices listed are **exclusive of VAT**.

* For the pandemic, we have switched from weekly emails on Thursdays to fortnightly emails on Fridays. Please check in with our sales team for the latest information

THE SKINNY ZAP

BOX ADVERTISING

300px(w) x 250px(h)
£120



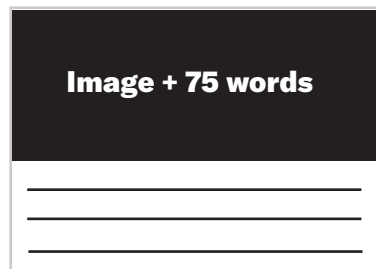
BANNER ADVERTISING

600px(w) x 250px(h)
£240



ADVERTORIAL

600px(w) x 250px(h)
£300



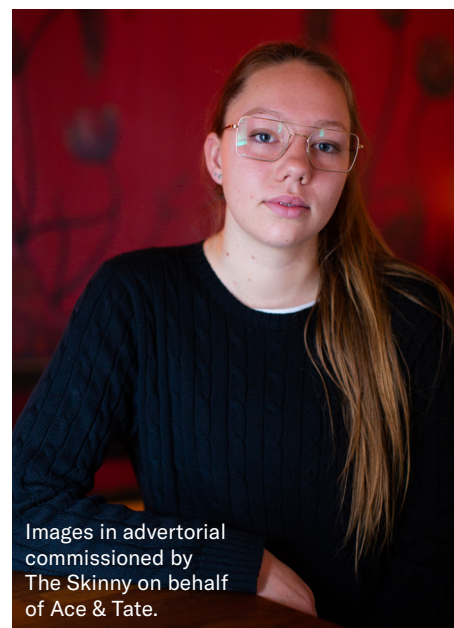
READER OFFERS

£30 per week

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 + £100 Creation Fee ➡



Images in advertorial commissioned by The Skinny on behalf of Ace & Tate.

Meet the Faces of Byres Road with Ace & Tate



Byres Road remains the beating heart of Glasgow's bustling West End. For decades, its eclectic mix of independent shops, bars and restaurants near Glasgow University has been drawing Glaswegians west.

Soon to join this throng is [Ace & Tate](#), the eyewear specialist with glasses for every side of you. A champion of originality and people with multifaceted personalities, Ace & Tate should find both in spaces on Byres Road. As well as launching a shop in Glasgow – its first north of the border – Ace & Tate is also celebrating optimism this spring. With this in mind, we took a stroll down Byres Road to meet some members of this warm and welcoming West End community.

[Ace & Tate opens at 221 Byres Rd, Glasgow in mid-April](#)



Creon Brock, [Oran Mór](#)

Creon Brock began working at Oran Mór in 2006 while he was a student. Thirteen years later he's gone from weekend shifts in the club downstairs to helping book and run the venue's events.

He tells us a big perk of his job is being at the heart of the West End community. "There's always been that feeling here, certainly with our Play, A Pie and A Pint performances throughout the day; there are a lot of regulars who come along every week."

[Creon wears Pierce in Chocolate Havana Fade](#)

Emma Gray, [Foggy](#)

"It was a bit mad here for a while, but it's nice to come back, especially after how supportive people in the area have been," says Emma Gray when we pop in to find the much-loved (and original) Foggy record store back in full flow.

Part of the reason for this outcry is the personal connection people get from Foggy's staff. "With some customers, I know all about what's going on in their private lives," says Emma. "I don't know if they get that personal connection shopping in town."

[Emma wears Lily in Fizz](#)



Lisa Jones and Paul Johnson, [Oxfam Music](#)

Another music institution on Byres Road that's not going anywhere soon is Oxfam Music. "As much as we're here to make money for Oxfam, we're also here to give people somewhere they can talk enthusiastically about music," says assistant manager Lisa Jones.

Having worked there for only four months, Paul Johnson is relatively new to Oxfam Music's team, but he lives just around the corner and has been frequenting the shop for years. "I've friends who've worked here a long time as volunteers and I knew how much they got out of it; I guess I just wanted to be part of that."

Paul reckons you'd struggle to find a more clued-up staff. "I think between all of us, we're pretty encyclopedic, and working here gives us the chance to spend all day sharing our passion for music with people. In the age of everything being available online, that's one of our key selling points."



Photo: Alice Meikle

EVENTS

Over the years we've curated exhibitions, hosted short film competitions, given out comedy awards, sponsored music festival stages, run club nights and put on more gigs than you can shake a mic at.



Kelburn Garden Party

In 2019 we continued our partnership with the West Coast's long-running jewel of a music festival. We curated the Pyramid Stage's Saturday bill, selecting the best local and up-and-coming artists - headlined by Bossy Love.



LeithLate

As part of our partnership with local grassroots arts festival LeithLate, we curated the main stage at Leith Festival's 2019 Gala Day, exclusively booking female-identifying acts.



Ace & Tate Store Launch

When Dutch eyewear brand Ace & Tate opened their first Scottish store in Glasgow, The Skinny helped them throw a launch party, with free beer and DJs. What more could you want?



CineSkinny on Tour

We took our established film festival guide The CineSkinny 'on the road' in 2019, by hosting screenings in Edinburgh and Glasgow of a selection of short films by independent filmmakers.

We've also worked with:

- International Magazine Festival
- Edinburgh International Film Festival
- Filmhouse House Guests
- ... and many more

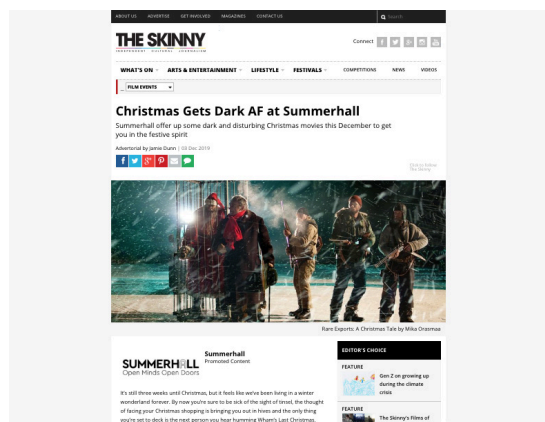
Contact: tom@theskinny.co.uk
to find out more

CREATIVE PROJECTS

For campaigns requiring a more tailored approach.



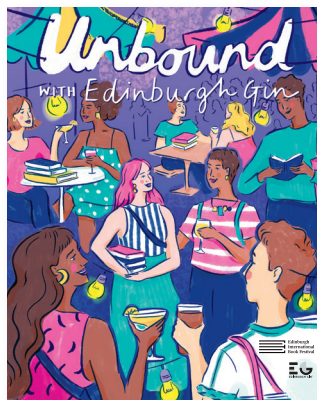
Advertorial in print



Advertorial on web

Promoted content

Use The Skinny to tell your story. We can use our seasoned journalists, photographers and illustrators to develop print and web content to your brief, all in our trusted tone.



Supplements

We can turn our in-house expertise to creating a unique multi-page exploration of your event, festival or exhibition. This can be stitched into The Skinny or printed as a high-quality stand-alone publication.

FEST MAGAZINE

Established in 2002, our sister magazine Fest has grown to become the biggest free guide to the Edinburgh festivals. Now we've taken it Down Under to cover the festivals in Adelaide, Australia.



Fest Edinburgh

- Official media partner to the Edinburgh Festival Fringe
- Prints a massive 125,000 copies in total
- Six editions: one Preview before the festivals, five Festival issues in August
- Compact A5 size for easy portability
- Targeted distribution to box offices and key venues

Fest Adelaide

- Only dedicated festival magazine in the city, est. 2018
- Prints a competitive 25,000 copies total, and growing
- Four editions: one Preview, three Festival issues during February and March
- Same winning formula of pocket-sized A5 editions and strategic distribution

Got a show at Edinburgh and Adelaide? Ask about cross-festival packages.

For rates and more information, talk to George (george@fest-mag.com) or head to fest-mag.com/advertise



CHVRCHES live at SSE Hydro, Glasgow. Photo: Allan Lewis

2021 STREET DATES & DEADLINES

	Booking	Artwork	Street
January 2021	9 Dec	15 Dec	5 Jan
February	20 Jan	26 Jan	2 Feb
March	17 Feb	23 Feb	2 Mar
April	17 Mar	23 Mar	30 Mar
May	21 Apr	27 Apr	4 May
June	19 May	25 May	1 Jun
July	16 Jun	22 Jun	29 Jun
August	21 Jul	27 Jul	3 Aug
September	18 Aug	24 Aug	31 Aug
October	15 Sep	21 Sep	28 Sep
November	20 Oct	26 Oct	2 Nov
December	17 Nov	23 Nov	30 Nov
January 2021	8 Dec	14 Dec	4 Jan

PAYMENT Ts & Cs

- Print advertising clients have 7 days after street date to make payment
- All invoicing is electronic unless otherwise stated
- Up to 30% may be added to your invoice as a late payment charge if you do not pay by the agreed date
- You will have 48 hours after booking to cancel your advert after which time you will be liable for the full cost of the advertising booked
- If advertising is booked but artwork not provided by the deadline, the client is still liable for the cost of the advertising
- All prices listed are exclusive of VAT

Full terms and conditions can be found at:
theskinny.co.uk/about/advertising-terms-and-conditions



Contact Us


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Fest: george@fest-mag.com

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 [@theskinnymag](https://www.instagram.com/theskinnymag)

 [@theskinnymag](https://www.twitter.com/theskinnymag)