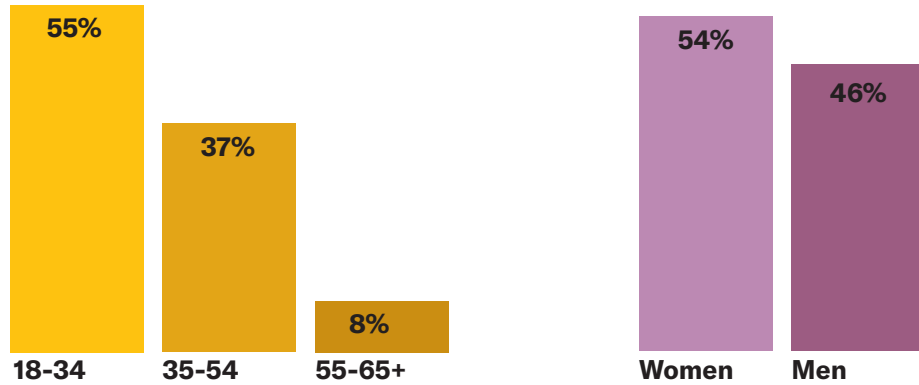


READERS & REACH

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!