

THE SKINNY ZAP

An organically grown, effortlessly informed fortnightly* eNewsletter.

- Every second **Friday***
- Top weekly recommendations
- 12,000+ subscribers
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- 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

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BOX ADVERTISING

300px(w) x 250px(h)
£120



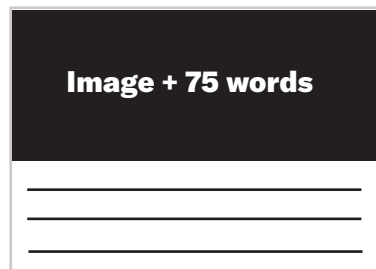
BANNER ADVERTISING

600px(w) x 250px(h)
£240



ADVERTORIAL

600px(w) x 250px(h)
£300



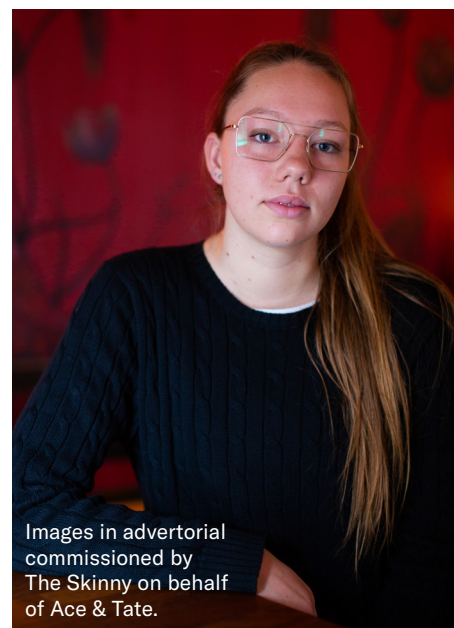
READER OFFERS

£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."

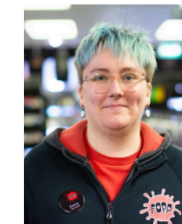
[Creon wears Pierce in Chocolate Havana Fade](#)

Emma Gray, [Fogg](#)

"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) Fogg record store back in full flow.

Part of the reason for this outcry is the personal connection people get from Fogg'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."