

THE SKINNY GUIDE TO...

Looking to target culture-hungry tourists in Scotland's cities? Try our three compact Guides to Edinburgh, Glasgow and Christmas.

Offering insider's guides to the cities plus tips on things to do in the surrounding areas, these free A5 print publications provide a curated tour of restaurants, bars, galleries, record stores and bookshops, with a focus on supporting local businesses and community projects.

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



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

Circulation:

Between 20,000-40,000 free copies per Guide

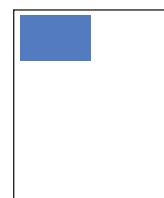
- ▶ **Edinburgh & Glasgow Guide street dates: 1 July 2022**
- ▶ **Artwork deadline: 21 June 2022**
- ▶ **Christmas Guide street date: 25 Nov 2022**
- ▶ **Artwork deadline: 15 Nov 2022**

Distribution:

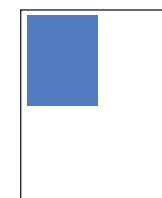
Available for free in culture and hospitality venues, city centre supermarkets, hotels and airports (Edinburgh & Glasgow arrivals, Gatwick departures)

Artwork Checklist

- File is a flattened PDF, TIFF or JPEG
- Resolution is 300dpi
Correct size and orientation
- Colour profile is CMYK
- Legible typesize (5.5pt min)
- Full page ads have correct bleed and safe area sizes
- No crop or bleed marks

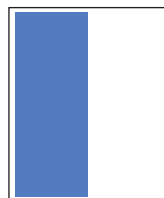


1/8 Box
60mm(w) x 45mm(h)
£195

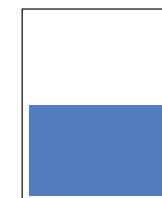


1/4 Box
60mm(w) x 93mm(h)
£325

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



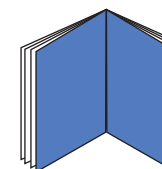
1/2 Vertical
60mm(w) x 188mm(h)
£495



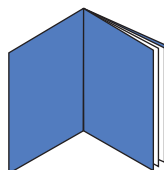
1/2 Horizontal
123mm(w) x 93mm(h)
£495



Full Page
B: 154(w)mm x 216mm(h)
T: 148(w)mm x 210mm(h)
TS: 128(w)mm x 190mm(h)
£825



DPS
B: 308mm(w) x 216mm(h)
T: 296mm(w) x 210mm(h)
TS: 256mm(w) x 190mm(h)
£1495



Priority Positions
B: 154(w)mm x 216mm(h)
T: 148(w)mm x 210mm(h)
TS: 128(w)mm x 190mm(h)

Inside Front Cover/Page 3
Outside Back Cover

£1250
£1375