

## THE SKINNY ZAP

An organically grown, effortlessly informed weekly events newsletter.

- Every **Friday**
- Top weekly recommendations
- 12,000+ subscribers
- Also hosted on theskinny.co.uk
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Please provide artwork to your sales contact no later than **Monday** prior to inclusion.

### THE SKINNY ZAP

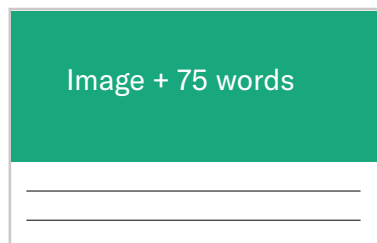
**Box Advertising** £120  
300px(w) x 250px(h)



**Banner Advertising** £240  
600px(w) x 250px(h)



**Advertorial** £300  
600px(w) x 250px(h)

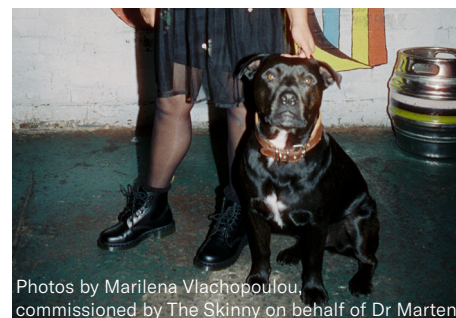


**Reader Offers** £30  
per week

## 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.

£700 + £100 Production Fee ➡



Photos by Marilena Vlachopoulou, commissioned by The Skinny on behalf of Dr Martens



### Hangin' Tough

There's no denying that the past 18 months have been hard for everyone, but the music industry was hit particularly hard, with everything seemingly shutting down overnight. Only now are things getting back to normal and it's going to take a while for Scotland's music scene to fully heal.

Through their [Tough As You Initiative](#), Dr Martens are celebrating the people in their local communities who, despite this, continue to create access to creative opportunities at a grassroots level. Keen to highlight diversity and to help open doors for underrepresented talent, Dr Martens not only want to help shape the future of the music industry, but challenge the industry itself.

We spent some time with four Edinburgh and Edinburgh-based individuals who work tirelessly behind the scenes to create space and opportunities that will lead to positive change in the Scottish music industry on a whole – [click here to read our in-depth chats with the group](#).

Scroll on to learn a bit about everyone involved, with photos by [Marilena Vlachopoulou](#) shot at iconic Edinburgh venues Quality Yard, The Biscuit Factory and The Pitt.



Nick Stewart, Director and Booker, Sneaky Pete's

Nick's start in the Scottish music industry was a bit of an unconventional one – he was the cleaner at Cabaret Voltaire before an opportunity arose for him to manage Road Vodka Bar in the Cowgate which he went on to transform into the now much-loved [Sneaky Pete's](#).