



THE SKINNY

Media Kit 2023

THE SKINNY

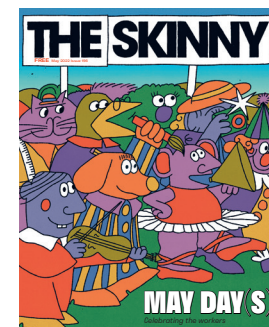
**Scotland's free, monthly magazine
covering all things cultural with
a grassroots focus.**

The Skinny celebrates creativity.

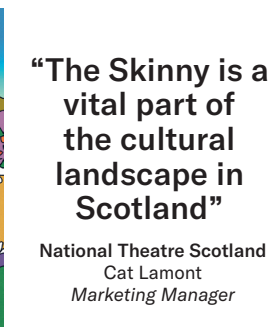


"There's only been a few local magazines that have constantly celebrated my music, and one of them is The Skinny. From opening a conversation with me and one of my inspirations, Kobi Onyame, to giving me the opportunity to play my favourite festival in Scotland, Kelburn, I am grateful for the support."

Jubemi Iyiku
(aka Bemz)

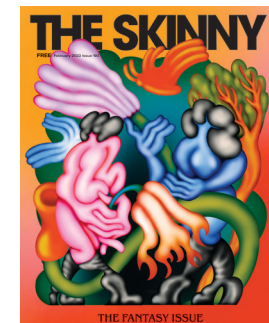


Shortlisted For PPA
Scotland Cover Of
The Year 2019



**"The Skinny is a
vital part of
the cultural
landscape in
Scotland"**

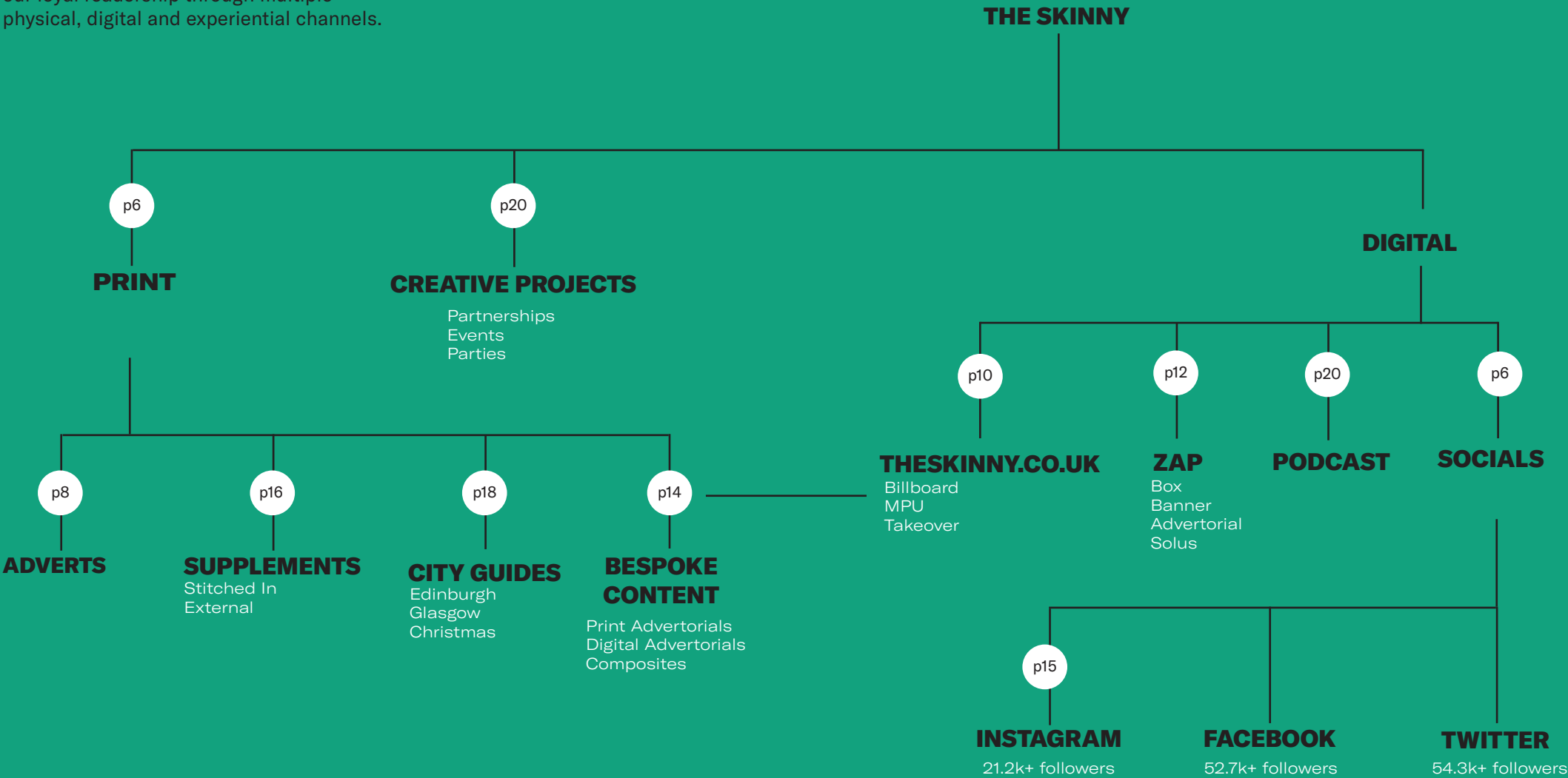
National Theatre Scotland
Cat Lamont
Marketing Manager



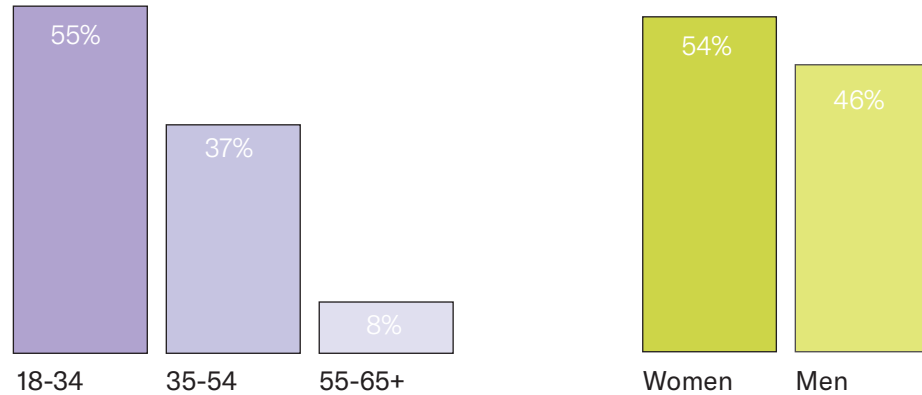
As well as being stitched into The Skinny September issue, we also print 20,000 stand-alone copies of our Student Guide, which are handed out at freshers fairs.

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.



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.



75,000 monthly unique users, 175,000 monthly page views and 16,000 email subscribers



125,000+ social media followers across Facebook, Twitter and Instagram



25,000 free monthly copies and 120,000 monthly readers

DISTRIBUTORS



Our free monthly print magazine can be found at over 300 distributors across Edinburgh, Glasgow and Dundee. We review regularly to ensure optimal coverage, but broadly speaking you can pick us up at cafes, bars, galleries, cinemas, bookshops, supermarkets, selected airports and the Edinburgh trams.

To find out where to pick up the latest issue, scan this QR code or point your browser to theskinny.co.uk/new-issue

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

STAMPS OF APPROVAL

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

BOMBAY SAPPHIRE



V&A



EDINBURGH INTERNATIONAL FESTIVAL

skiddle

ROCK ACTION



Dr. AirWair Martens



• EDINBURGH •
THE CITY OF EDINBURGH COUNCIL

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

The **biggest arts and culture 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.

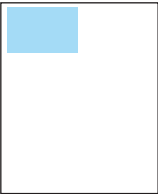
ARTWORK CHECKLIST

- 300 DPI
- CMYK
- JPEG or PDF
- All fonts embedded
- No crop marks

Template files available on theskinny.co.uk/specs

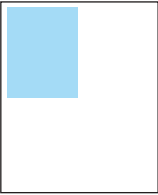
Submit to adverts@theskinny.co.uk

Deadlines on **page 23**
In-house design available for an additional cost (subject to availability)



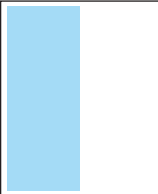
1/8 Box
117.5mm(w) x 73mm(h)

£295



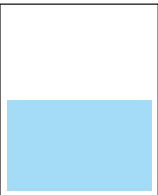
1/4 Box
117.5mm(w) x 150mm(h)

£495



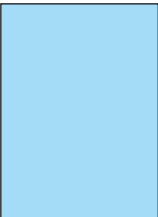
1/2 Vertical
117.5mm(w) x 304mm(h)

£795



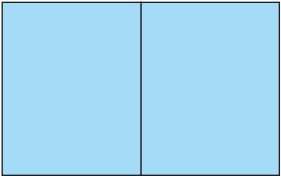
1/2 Horizontal
239mm(w) x 150mm(h)

£795



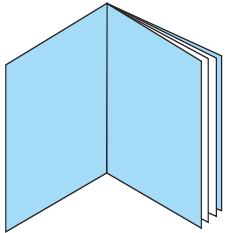
Full Page
Bleed: 275mm(w) x 342mm(h)
Trim: 265mm(w) x 332mm(h)
Type Safe: 240mm(w) x 310mm(h)

£1245



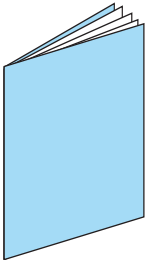
DPS (Double-Page Spread)
B: 540mm(w) x 342mm(h)
T: 530mm(w) x 332mm(h)
TS: 500mm(w) x 310mm(h)

£2250



Priority Positions
B: 275mm(w) x 342mm(h)
T: 265mm(w) x 332mm(h)
TS: 240mm(w) x 310mm(h)

Inside Front Cover: £1645
Page 3: £1645
Outside Back Cover: £1745



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

STUDENT GUIDE
16pp supplement stitched into the September edition
Also printed separately x 20,000 copies
Available at Freshers fairs, student halls and hotspots
Same advertising rates, despite extra visibility

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 (p14).

- ▶ 75,000 unique users per month
- ▶ 175,000 page impressions per month
- ▶ 0.18% average click-through rate
- ▶ 49% of traffic from mobile devices

ARTWORK CHECKLIST

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

Template files available on theskinny.co.uk/specs

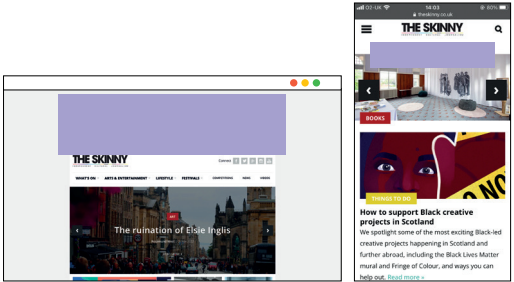
How much does it cost?
The cost of advertising on theskinny.co.uk is determined by pageviews or **impressions**. This means you pay for the **actual number of times your advert will be seen** (CPM, cost per thousand impressions).

- 1 Choose an advert type from those on the right
- 2 Decide how many times you'd like your advert to appear on our site (impressions)
- 3 Multiply the CPM cost by the impressions (in thousands)

Example Impressions	Billboard (£18 CPM)	MPU (£20 CPM)
10,000	£180	£200
20,000	£360	£400
30,000	£540	£600

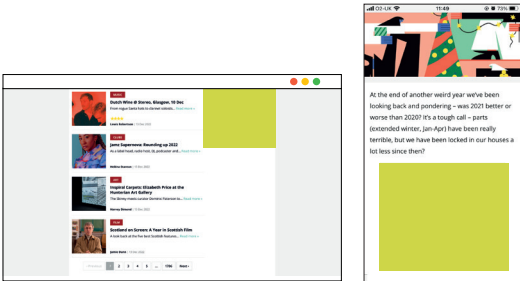
Billboard £18 CPM

Desktop: 970px(w) x 250px(h)
Mobile: 320px(w) x 50px(h)



MPU £20 CPM

Desktop & Mobile:
300px(w) x 250px(h)



Takeovers

Book one of our web takeovers to become the exclusive advertiser on a section (e.g. music, film, students) or the whole of theskinny.co.uk.

Section: **£150** per week
Site: **£250** per day



An organically grown, effortlessly informed weekly events newsletter.

- ▶ Every **Friday**
- ▶ Top weekly recommendations
- ▶ 16,000+ subscribers
- ▶ Average open rate 20%+
- ▶ Also hosted on theskinny.co.uk
- ▶ Posted via social networks 125,000+ friends/followers

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

Text only £240

Image & text £350

Image
600px(w) x 250px(h)

75 words

Reader Offers £30 per week

BESPOKE SOLUS EMAILS

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

THE SKINNY ZAP



The African Desperate arrives on MUBI

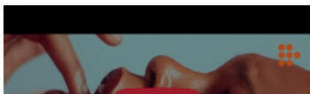
If you've ever run screaming from a performatively shocking art installation or cringed at pretentious art school speak you'll get a kick out of *The African Desperate*. The acclaimed debut from artist Martine Syms, it's a wickedly funny send-up of the New York art scene and it's now streaming exclusively on MUBI.

The film tracks one very long day in the life of Palace Bryant (Diamond Stingily), a newly-minted MFA grad whose final 24 hours in art school become a real life. Palace is a Black visual artist on the rise, and her success has rubbed some people up the wrong way. In protest, she vows to not attend her graduation party, even though she has promised to DJ it.

Channeling gonzo cinema and 1990s teen movies, the film follows Palace as she goes on a hazy, hilarious, and hallucinatory night-long odyssey, stumbling from academic critiques to backstage hookups.

Syms brings the razor-sharp satire and vivid aesthetic of her art practice to this visually inventive coming-of-age comedy, which not only tracks the microaggressions and social dynamics that anyone familiar with the art world will recognise.

The African Desperate is streaming on MUBI now. Keep reading to find out how to get 30 days of MUBI for free!



Women's Safety in Edinburgh: Make your voice heard



We're working with Edinburgh's Women's Safety in Public Places Community Improvement Partnership to raise awareness of their consultations on women's safety in public places.

They're asking you to fill in an online survey to answer the questions: what makes you feel safe or unsafe when out and about?

All around the world, there's an urgent need to have conversations about women's safety in public - and to act. While challenging and changing how some people behave is needed, part of the answer lies also in the design of our streets, the places we go and how our city develops.

Following on from the many and recent high-profile cases of violence against women, Edinburgh's Women's Safety in Public Places Community Improvement Partnership wants everyone's views on what makes you feel safe or unsafe when out and about in public spaces.

The partnership includes the City of Edinburgh Council, Police Scotland and other organisations that can influence how our city is developed and how we can make it safer for everyone.

As the residents of our city well into the future, we really want to hear from younger people and students - where do you feel safe or unsafe, and why? What do you think makes some areas and places feel safe or unsafe? What do you do to help make you feel safer?

While we're focusing mainly on the safety of women and girls, we want to hear from anyone who lives in or visits the Edinburgh area. We recognise that making spaces safer for women, makes them safer for everyone.

Your responses will help us to develop and improve public spaces in future, across the whole of the Edinburgh area. This includes how streets and pathways are designed as well as the layout of parks and shopping areas and much more.

Give us your views online by 28 September. Head to edinburgh.gov.uk/safety to have your voice heard.



Copyright © 2022 Ridge Media Limited. All rights reserved.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

For campaigns requiring a more tailored approach.

Use The Skinny to tell your story. We can use our seasoned journalists to develop engaging print and web content to your brief.

Half page print article:
£795 + £150 production fee

Full page print article:
£1245 + £150 production fee

DPS print article:
£2250 + £300 production fee

Web article:
(Includes social media posts):
£1200 + £100 production fee

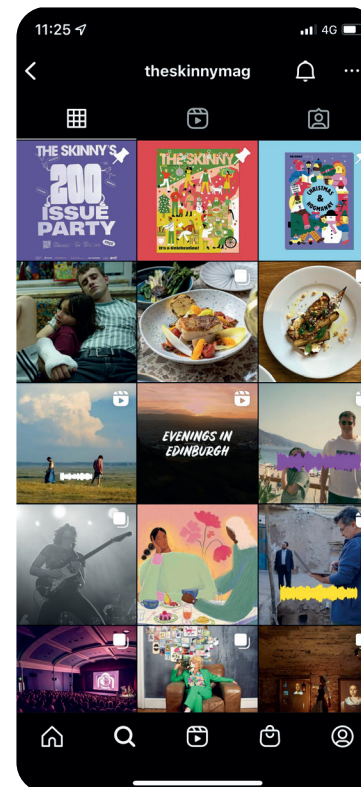
Photography and illustration can be included at an additional cost.



COMMUNITY COMPOSITES

Sometimes we create composite opportunities where multiple clients can book inclusions in the same article, such as gift guides or seasonal promotion roundups. This can be an economical alternative – or addition – to bigger campaigns, and is a great option for smaller local businesses.

Cost: **£150** for an image and 50 words of copy



INSTAGRAM

Take advantage of our fastest-growing social platform by engaging directly with our 21.2k Instagram followers.

Get 24 hours of access to **@theskinnymag** and have fun posting to our Stories and Grid.

Cost: **£750**

Try giving your campaign an interactive element to really amplify your engagement with our readers.

COMPETITIONS

Who doesn't like free stuff? Simply provide 100 words of copy, a hi-res image and an exciting prize, and we'll do the rest: craft a bespoke page, share it via our social channels (125,000+) and The Skinny Zap mailing list (16,000+), and we'll pick the winners for you.

Cost: **£500**



For when a single article or advert won't quite cut it, we can make you a whole new publication.

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



Every project is quoted bespoke – please get in touch to find out more.



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, too.



Fest Edinburgh

- Official media partner to the Edinburgh Festival Fringe
- Tactical frequency of editions providing comprehensive festival visibility
- Compact A5 size for easy portability
- Targeted distribution to box offices and key venues
- Relaunched design in 2022 to celebrate 20th anniversary

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
- Edition currently on pause, planning to return in 2024

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

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

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 are a handy resource for tourists – and the best way to tell them about your business.

Key Facts:

- Between 20,000-30,000 free copies per Guide
- A5, glossy and FREE
- Edinburgh & Glasgow Guide street dates: 30 Jun 2023
- Artwork deadline: 20 Jun 2023
- Christmas guide street date: 17 Nov 2023
- Artwork deadline: 7 Nov 2023

Distribution:

Available for free in culture and hospitality venues, city centre supermarkets, hotels, selected airports and the Edinburgh trams.



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

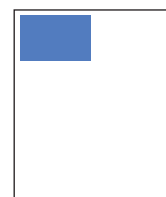
ARTWORK CHECKLIST

- 300 DPI
- CMYK
- JPEG, TIFF or PDF
- All fonts embedded
- No crop marks

Template files available on theskinny.co.uk/specs

Submit to adverts@theskinny.co.uk

In-house design available for an additional cost (subject to availability)



1/8 Box

60mm(w) x 45mm(h)

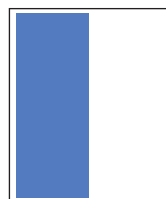
£225



1/4 Box

60mm(w) x 93mm(h)

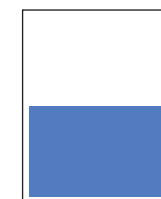
£395



1/2 Vertical

60mm(w) x 188mm(h)

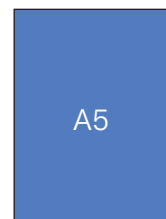
£625



1/2 Horizontal

123mm(w) x 93mm(h)

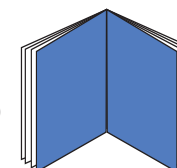
£625



Full Page

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

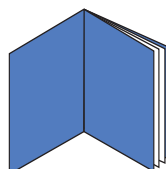
£995



DPS

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

£1695



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

£1695

We're more than just a print and digital platform. Creative Projects are where we take our content off the page and into the physical world.



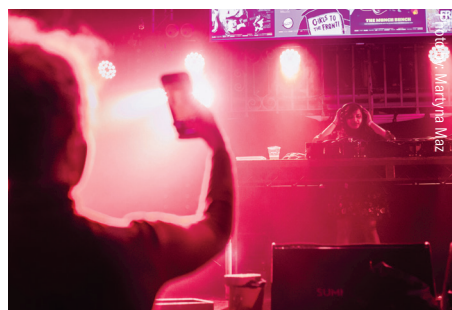
Kelburn Garden Party

Since 2018 we have programmed and curated The Pyramid Stage at the West Coast's longrunning jewel of a music festival. Now extending to all three days of the festival, we select the best local and up-and-coming artists to storm the Kelburn estate!



Peripheral Visions

This series of events (in response to the Film, Book and Art festivals in Edinburgh) took the form of a live podcast recording, a panel discussion and a creative play workshop, graciously hosted by CodeBase.



The Skinny 200th Issue Party

Sponsored by Skiddle, this was a celebration of, and thank you to, everyone who'd supported us through the tough times. We brewed our own beer for it (thanks Barney's!), raised money for Tiny Changes and put on a stack of top bands and DJs.



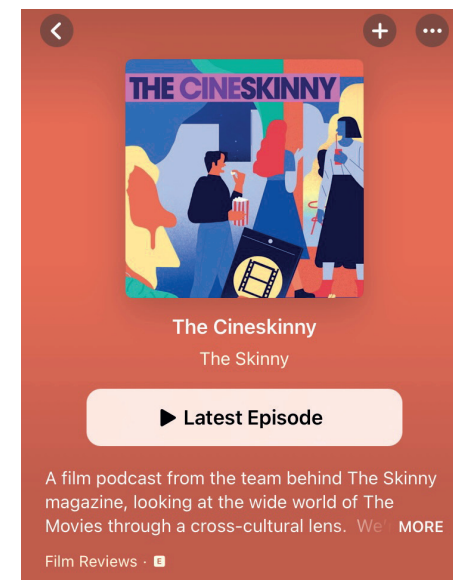
Our Stories: Between Myths and Memories

In partnership with the David Livingstone Birthplace Museum, this weekend celebration of storytelling across the Scottish African Diaspora featured dance, comics, books and poetry, condensed into a podcast for early 2023.

Contact Tom to find out more on tom@theskinny.co.uk

Launched early 2022, our fortnightly film podcast The Cineskinny has quickly become essential listening for film fans in Scotland (and further afield). Featuring discussions on classic films, brand-new films, film festivals, the politics of film, arthouse thinkers and action bangers with loads of explosions, there's a bit of everything for your ears.

With episodes seeing 100+ downloads and growing as well as thousands of views on socials, plus successful partnerships with a number of Scottish film festivals (including a sponsored episode on Glasgow Film Festival 2022 and a live recording at Edinburgh International Film Festival 2022), we're looking for sponsors to help us reach even bigger audiences in 2023.



Get in touch to find out how to support The Cineskinny and align your brand with our cutting-edge film content: sales@theskinny.co.uk





Beach House live at Barrowland, Glasgow. Photo: Mariena Vlachopoulou

2023 STREET DATES & DEADLINES

	Booking	Artwork	Street
January	12 Dec	16 Dec	3 Jan
February	18 Jan	24 Jan	31 Jan
March	15 Feb	21 Feb	28 Feb
April	15 Mar	21 Mar	28 Mar
May	19 Apr	25 Apr	2 May
June	17 May	23 May	30 May
July	21 Jun	27 Jun	4 Jul
August	19 Jul	25 Jul	1 Aug
September	+ STUDENTS  16 Aug	22 Aug	29 Aug
October	20 Sep	26 Sep	3 Oct
November	18 Oct	24 Oct	31 Oct
December	15 Nov	21 Nov	28 Nov
January 2024	13 Dec	19 Dec	3 Jan
Guide to Edinburgh	14 Jun	20 Jun	30 Jun
Guide to Glasgow	14 Jun	20 Jun	30 Jun
Guide to Christmas	1 Nov	7 Nov	17 Nov

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

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

THE SKINNY

The Skinny
M9, Codebase,
Argyle House
3 Lady Lawson Street,
Edinburgh EH3 9DR
+44 (0)131 467 4630

Advertising: sales@theskinny.co.uk

Commercial Director: sandy@theskinny.co.uk

Fest Director: george@festmag.com

Creative Projects Manager: tom@theskinny.co.uk

 /theskinnymag

 @theskinnymag

 @theskinnymag