



# THE SKINNY

Media Kit 2024

## THE SKINNY

Scotland's free, monthly magazine covering all things cultural with a grassroots focus. The Skinny celebrates creativity.



Photo by Allan Lewis

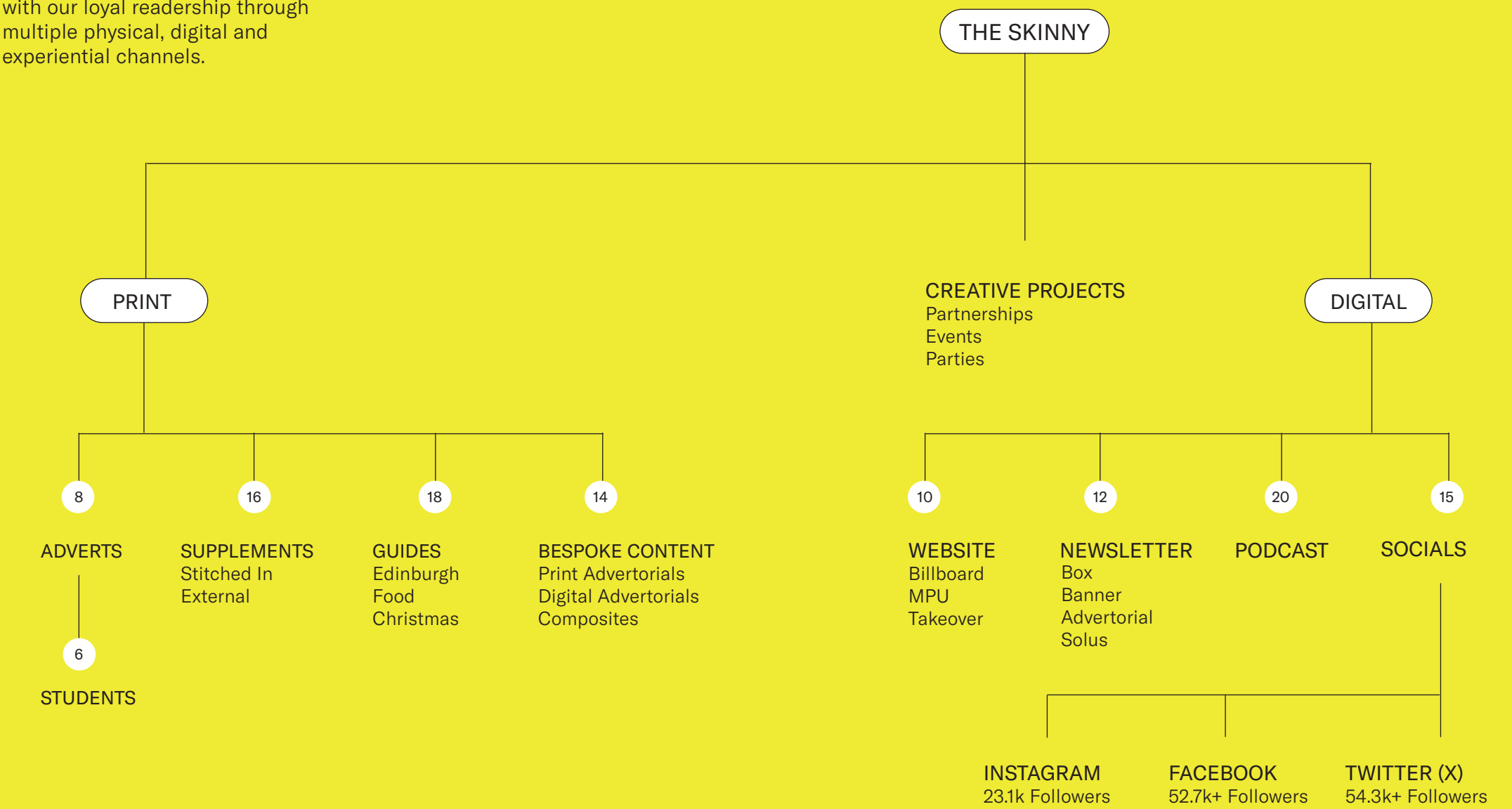
"There's only been a few local magazines that have constantly celebrated my music, and one of them is The Skinny. From opening a conversation with me and one of my inspirations, Kobi Onyame, to giving me the opportunity to play my favourite festival in Scotland, Kelburn, I am grateful for the support."

**Jubemi Iyiku**  
(aka Bemz)



# 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.

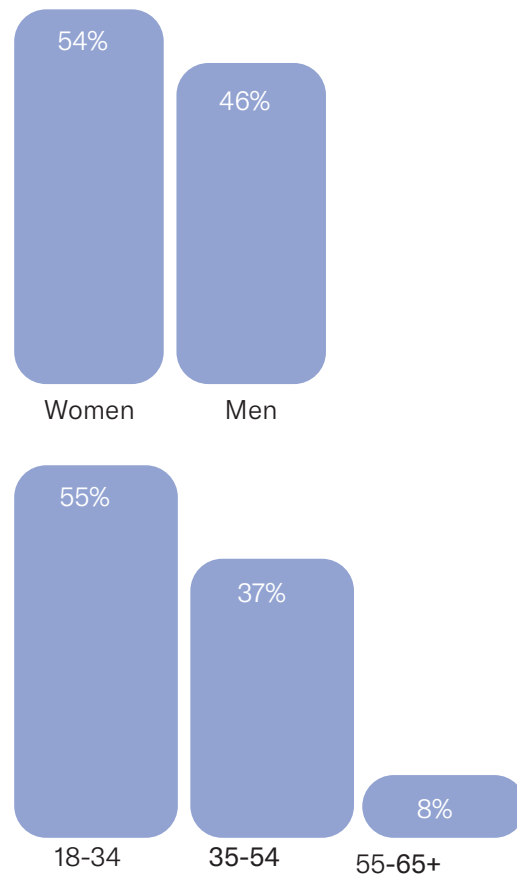


The Skinny reader is young, has cash, and goes out. Culturally adventurous, our core demographic is 18-34 years old, ABC1 and a roughly even gender split, favouring women.

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

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

130,000+ social media followers across Facebook, Twitter and Instagram



Our free monthly print magazine can be found at over 250 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](https://theskinny.co.uk/new-issue)

## PARTNERS

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



ROCK ACTION



GLASGOW FILM FESTIVAL



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**.

We print **25,000 free copies** on **trimmed-tabloid size** re-cycled newsprint, available at **over 250 venues** every month.

#### ARTWORK CHECKLIST

300 DPI

CMYK

JPEG or PDF

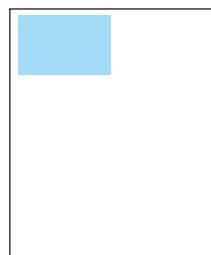
Fonts Embedded

No Crop Marks

Template files available on [theskinny.co.uk/specs](https://theskinny.co.uk/specs)

Submit to [adverts@theskinny.co.uk](mailto:adverts@theskinny.co.uk)

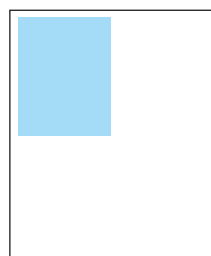
Deadlines on **page 23**  
In-house design available for an additional cost (subject to availability)



#### Eighth Box

117.5mm(w) x 73mm(h)

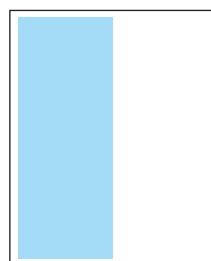
£325



#### Quarter Box

117.5mm(w) x 150mm(h)

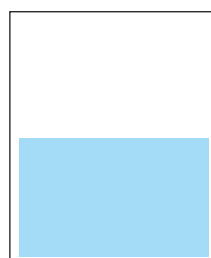
£545



#### Half Vertical

117.5mm(w) x 304mm(h)

£895



#### Half Horizontal

239mm(w) x 150mm(h)

£895



#### Full Page

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

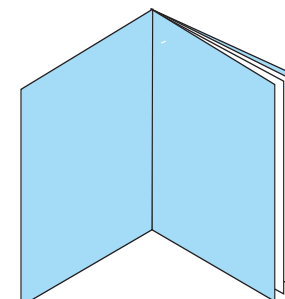
£1395



#### DPS (Double-Page Spread)

B: 540mm(w) x 342mm(h)  
T: 530mm(w) x 332mm(h)  
TS: 500mm(w) x 310mm(h)

£2500



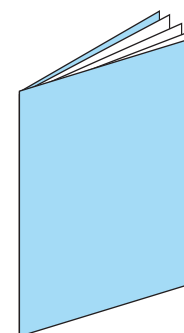
#### Priority Positions

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

Inside Front Cover: £1595

Page 3: £1595

Outside Back Cover: £1895



#### Cover Wrap

Consists of front cover, IFC, IBC and OBC

£9500

Looking to target students? Turn to p15!

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](https://theskinny.co.uk/specs)

### HOW MUCH DOES IT COST?

The cost of advertising on [theskinny.co.uk](https://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

Desktop:  
970px(w) x 250px(h)

Mobile:  
320px(w) x 50px(h)

£18 CPM

### MPU

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

£20 CPM

### 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](https://theskinny.co.uk)

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

Reskin specs:  
2560px(w) x 1440px(h)  
[theskinny.co.uk/specs](https://theskinny.co.uk/specs)



Includes:  
MPU  
Billboard  
Reskin

The Skinny ZAP, an organically grown, effortlessly informed newsletter.

Top weekly recommendations every Thursday

Monthly new issue round-ups

Mid-month exclusive long read

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.

Box Advertising

300px(w) x 250px(h)

£160

Banner Advertising

600px(w) x 250px(h)

£320

Advertorial

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

75 words

£400

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 readers' demands and convey your campaign effectively.

£800 + £100 Production Fee

Free Case of Black Friday Beers!

It's time to start thinking about your festive gift-giving, but you deserve a treat too!

We've teamed up with our Edinburgh pals at Beer52 to offer you a FREE case of new and exclusive award-winning beers from breweries around the world.

Just cover the £5.95 postage to receive your free case of eight great beers.

CLAIM MY FREE CASE

Beer52 offer the ultimate immersive beer discovery experience. Their Awards case features the very best independent craft breweries across the world with eight new and exclusive beers you won't find anywhere else.

CLAIM MY FREE CASE

Craft beer giant Omnipollo's Outergalactic is a smooth and super-drinkable pale ale with a vibrant hop profile and a beautifully rounded palate to ensure you keep coming back.

Spinn's Basquiat have developed a global reputation for brewing exceptional dark beers and their Baltic Porter The Adventures of St. Malt exhibits a harmonious blend of aromas and flavours including roasted malt sweetness, dark chocolate, coffee and dark fruit undertones.

CLAIM MY FREE CASE

Time to Connect!

Scotland's iconic Connect Festival returned last year after a long 14-year hiatus. Realauding in 2022 at Ingliston's Royal Highland Showgrounds near Edinburgh Airport, Connect is back for its fourth outing next weekend! Taking place over three packed days from 25 to 27 August, at this family friendly festival you'll find all manner of music, art, spoken word, discussion, comedy, wellness, a fine dining chef's table experience, food from neighbourhood good market and more on this surprisingly lush site, complete with a small stream and lake.

For those wanting to make the most of the weekend, two- and three-day ticket holders will have access to more camping options this year, with everything from BYOT (bring your own tent) to glamping in a luxury bell tent available, while day ticket holders can merely pick the day(s) which suits them best, taking advantage of Edinburgh's excellent public transport links from the city centre.

When it comes to this year's musical offerings, the team behind Connect have been practically diarrhoeant, with six acts from its expertly curated lineup - Young Fathers, Jockstrap, Lyle Carrer, Olivia Dean, RAYE and Fred again... - shortlisted for this year's Mercury Music Prize. Impressive bragging, we're sure you'll agree.

For the full Connect lineup head to connectmusicfestival.com. Below, we pick out some highlights for each day, and take a closer look at what makes Connect festival unique.

Day One: Friday 25 August

Primal Scream: Primal Scream, Jockstrap, Spinning of the Memory Music Prize, Primal Scream won the first ever Mercury in 1992 for their flawless Andrew Weatherall-produced record Scaramandica. They headline the Grand Parade on Friday night, where this will also be provided earlier in the day from fellow Scots and Mercury Prize winners, indie-pop riffling Franz Ferdinand (pictured). Headlining Guitars & Other Machines stage, you'll find Australian party starters and sheep-brained Confidence Men, while earlier in the day eclectic event genre pop from Jockstrap will be just the ticket. Meanwhile, over at Unknown Pleasures, Scottish producer DJ duo Slam will light up the night with their infectious brand of techno and house.

Day Two: Saturday 26 August

Fred again... Young Fathers, Robin Murphy Following a massive breakthrough year, topping Saturday's bill is producer and DJ Fred again... while earlier in the day Edinburgh's own Young Fathers (pictured) will show everyone exactly why they're being regarded as one of Scotland's greatest live bands. The insane pop talents of Robin Murphy, and girl indie trio MUNA, and local heroes Free Love will make it hard to leave the Grand Parade throughout the day, but if you do, over at Guitars & Other Machines, you'll find indie-pop troupe Friendly Fires, soulful pop from Olivia Dean, and squelchy hyperpop from TAAHLIAH. At Unknown Pleasures, Optimo (Especially) bring their mixed-genre bag of tunes to Connect, with Echo Pili and Sadey in tow.

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.



## 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.

£150 for an image and 50 words of copy



## ADVERTORIALS

Size	Print	Online	Both
Full Page	£1395	£1200	£2100
Double Page	£2500	£2000	£3750

● All advertorials subject to additional production costs starting from £100. These include writing and editing but may also include design, photography or illustration depending on the brief.

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

## INSTAGRAM

Take advantage of our fastest-growing social platform by engaging directly with our 23.1k Instagram followers.

### POSTS:

Deliver your message to our audience via a sponsored story or grid post.

£250

### TAKEOVER:

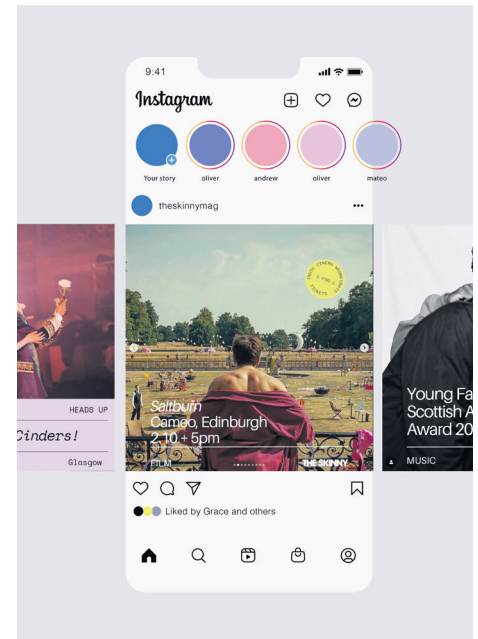
Get 24 hours of access to @theskinnymag and have fun posting to our Stories and Grid.

£750

### Competitions:

We can host competitions via theskinny.co.uk and share them through our socials.

£500



## STUDENTS

We publish a 16pp Student Guide in September full of student-gear content. We both stitch it into the September edition of The Skinny (x25,000 copies) AND distribute it separately (x20,000) to Freshers Fairs and student hotspots.

Despite the increased distribution, advertising costs the same as the regular mag - see p8-9.



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 and/or printed as a high-quality stand-alone magazine.

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



INDIE CINEMA GUIDE

In 2023, Film Hub Scotland commissioned us to create a series of publications to support the Scottish screen sector.

Each seasonal 32-page edition is printed on high quality uncoated paper stock, and available for free across central Scotland and Inverness.

Established in 2002, our sister magazine Fest has grown to become the biggest free guide to the Edinburgh festivals.



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

Two jam-packed editions for 2024: one Preview issue before the festivals and one Festival issue during

Printing 10,000 copies of each, 20,000 total

Same winning formula of pocket-sized A5 editions and strategic distribution

Working with local arts journalists and established critics

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

Looking to target culture-hungry tourists in Scotland's cities? Try our compact guides to Edinburgh and Christmas, and a new food and drink magazine for 2024.

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 locals alike – and the best way to tell them about your business.



DISTRIBUTION:

Available for free in culture and hospitality venues, city centre supermarkets and selected airports.

GUIDE TO EDINBURGH:

30,000 copies, available throughout the city as well as on the Edinburgh trams during the summer.

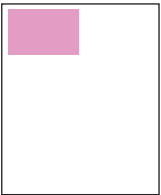
FOOD AND DRINK:

A new summer publication exploring Scotland's food and drink. Details to follow!

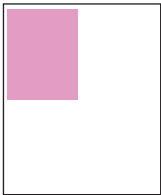
GUIDE TO CHRISTMAS & HOGMANAY:

20,000 copies, available across Edinburgh, Glasgow and Dundee over the festive period.

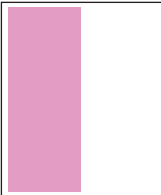
	ARTWORK	STREET
Edinburgh	18 Jun	28 Jun
Food & Drink	11 Jun	28 Jun
Christmas	5 Nov	15 Nov



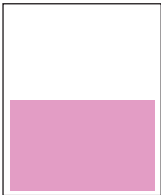
**1/8 Box**  
60mm(w) x 45mm(h)  
£225



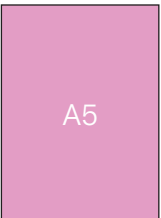
**1/4 Box**  
60mm(w) x 93mm(h)  
£395



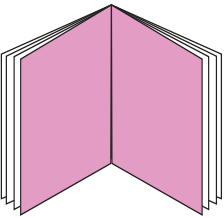
**1/2 Vertical**  
60mm(w) x 188mm(h)  
£625



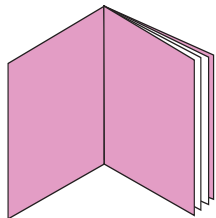
**1/2 Horizontal**  
123mm(w) x 93mm(h)  
£625



**Full Page**  
B: 154mm(w) x 216mm(h)  
T: 148mm(w) x 210mm(h)  
TS: 128mm(w) 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: 154mm(w) x 216mm(h)  
T: 148mm(w) x 210mm(h)  
TS: 128mm(w) x 190mm(h)  
Inside Front Cover: £1250  
Page 3: £1250  
Outside Back Cover: £1495

ARTWORK CHECKLIST

300 DPI

CMYK

JPEG or PDF

Fonts Embedded

No Crop Marks

Template files available  
on [theskinny.co.uk/specs](https://theskinny.co.uk/specs)

Submit to  
[adverts@theskinny.co.uk](mailto:adverts@theskinny.co.uk)

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

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!



#### Free MUBI Screenings

We've teamed up with movie streaming platform MUBI to host free film screenings at cinemas in Edinburgh and Glasgow.



#### OUR STORIES: BETWEEN MYTHS AND MEMORIES

A multi-arts celebration of storytelling across the Scottish African Diaspora, in partnership with the David Livingstone Birthplace Museum, and released as a podcast via Radio Buena Vida and EHFM.



#### FEST MAGAZINE LAUNCH PARTY

Every August we kick off Edinburgh's festivals with a big party. This year, with sponsorship from Glayva, we took over the Voodoo Rooms for a night of Fringe performances and dancing.

The Skinny on the airwaves. In recent years we have branched out into the audio space, launching not only our own podcast (The Cineskinny), but also producing and hosting podcasts for partners and advertisers.

#### ▶ THE CINESKINNY FILM PODCAST

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.

#### ▶ GLAYVA: NOT YOUR USUAL

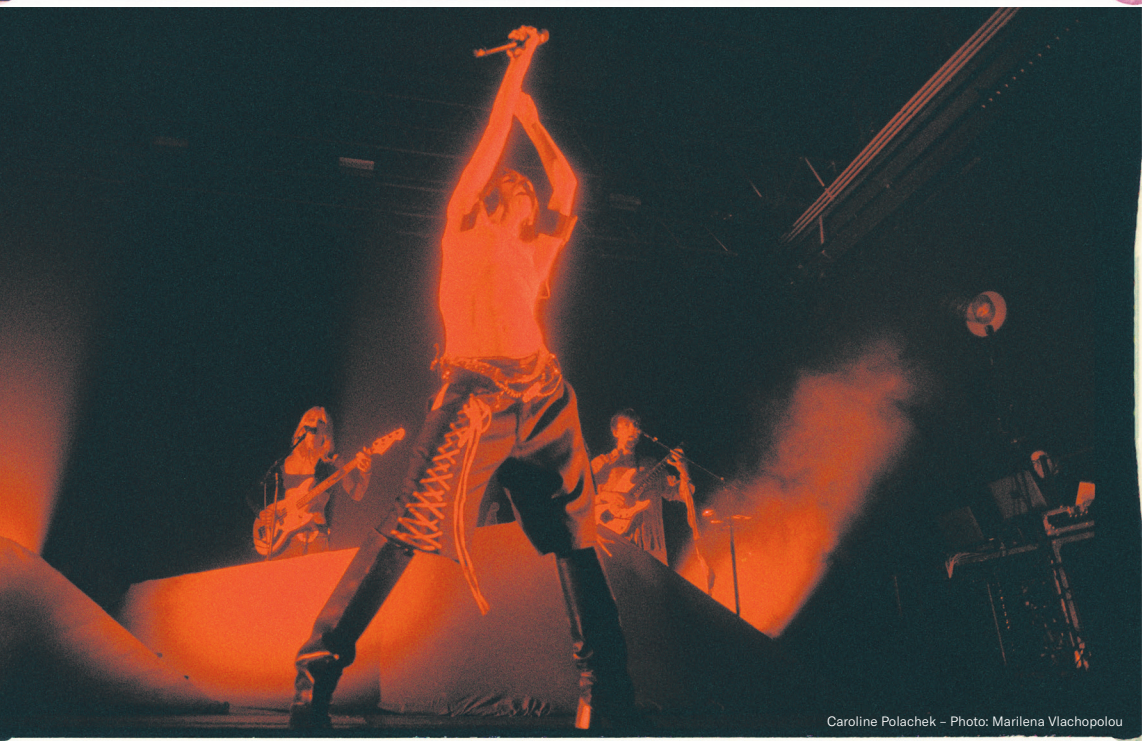
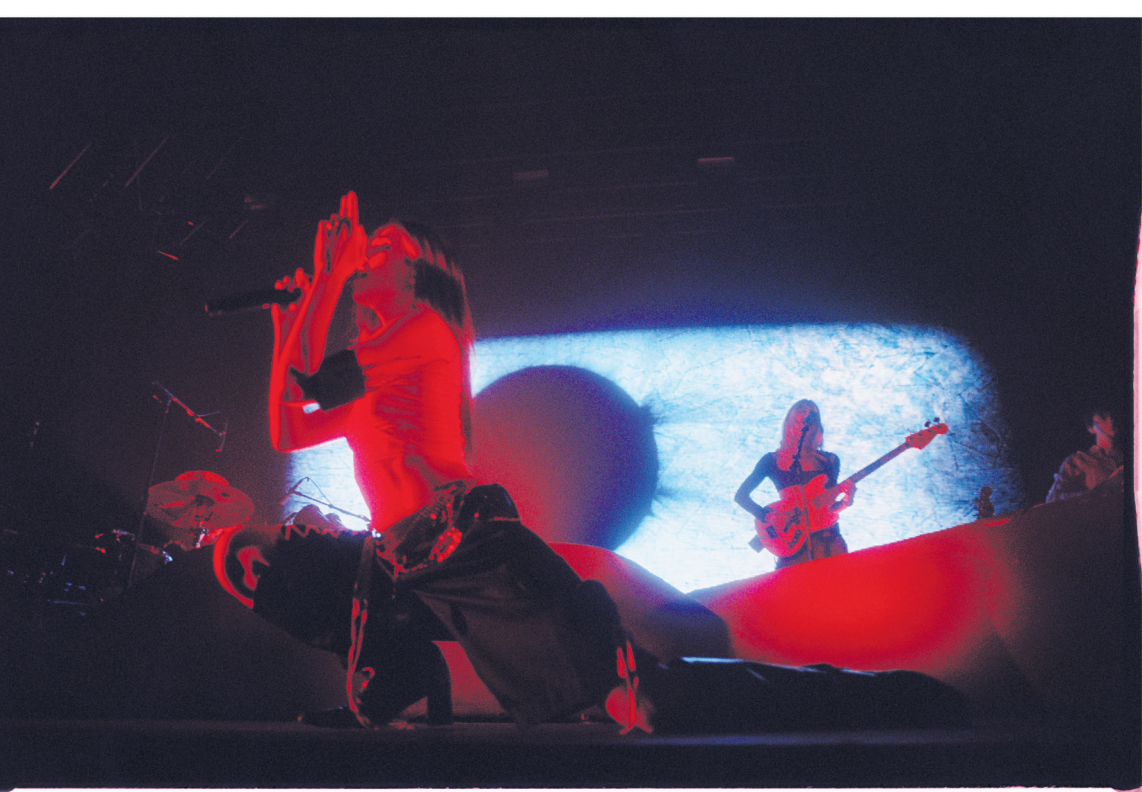
2023 saw us produce a series of interviews with interesting Scottish artists. Each chat had a podcast episode to complement the print and digital feature, themed around the whisky liqueur sponsor Glayva's tagline: Not Your Usual. Listen to the episodes online, and ask how we can produce audio content for your campaign.



The Cineskinny Film Podcast  
*How to Have Sex, Anatomy of A Fall, and Holi-*







Caroline Polachek – Photo: Marilena Vlachopolou

## 2024 STREET DATES & DEADLINES

	Booking	Artwork	Street
January	13 Dec	19 Dec	3 Jan
February	17 Jan	23 Jan	29 Jan
March	14 Feb	20 Feb	26 Feb
April	20 Mar	26 Mar	1 Apr
May	17 Apr	23 Apr	29 Apr
June	15 May	21 May	27 May
July	19 Jun	25 Jun	1 Jul
August	17 Jul	23 Jul	29 Jul
September	+ STUDENTS 	27 Aug	2 Sep
October	18 Sep	24 Sep	30 Sep
November	16 Oct	22 Oct	28 Oct
December	20 Nov	26 Nov	2 Dec
January 2025	11 Dec	17 Dec	6 Jan
Guide to Edinburgh		18 Jun	28 Jun
Food & Drink		11 Jun	28 Jun
Guide to Christmas		5 Nov	15 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](https://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](mailto:sales@theskinny.co.uk)

**Commercial Director:** [sandy@theskinny.co.uk](mailto:sandy@theskinny.co.uk)

**Fest Director:** [george@festmag.com](mailto:george@festmag.com)

 [/theskinnymag](https://www.facebook.com/theskinnymag)

 [@theskinnymag](https://www.instagram.com/theskinnymag)

 [@theskinnymag](https://www.twitter.com/theskinnymag)