

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:

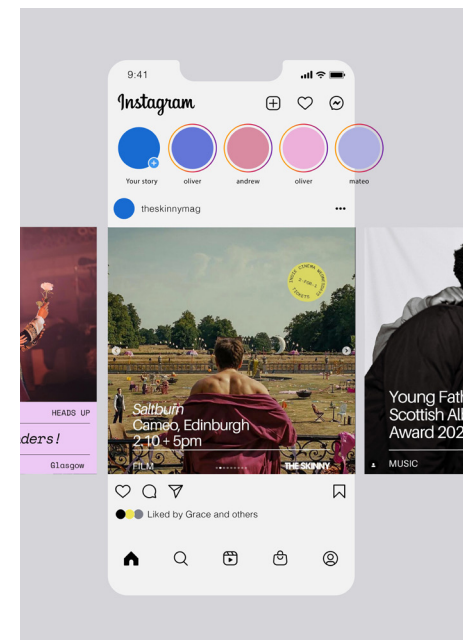
Get 24 hours of access to @theskinnymag and have fun posting to our Stories and Grid.

£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.