



THE SKINNY

Media Kit

2026

THE SKINNY

As a community interest company, our mission to serve the cultural community of Scotland is baked into our business. We work to support the development of writers, designers, illustrators, platform emerging creative talents and form the connective tissue between audiences and artists.

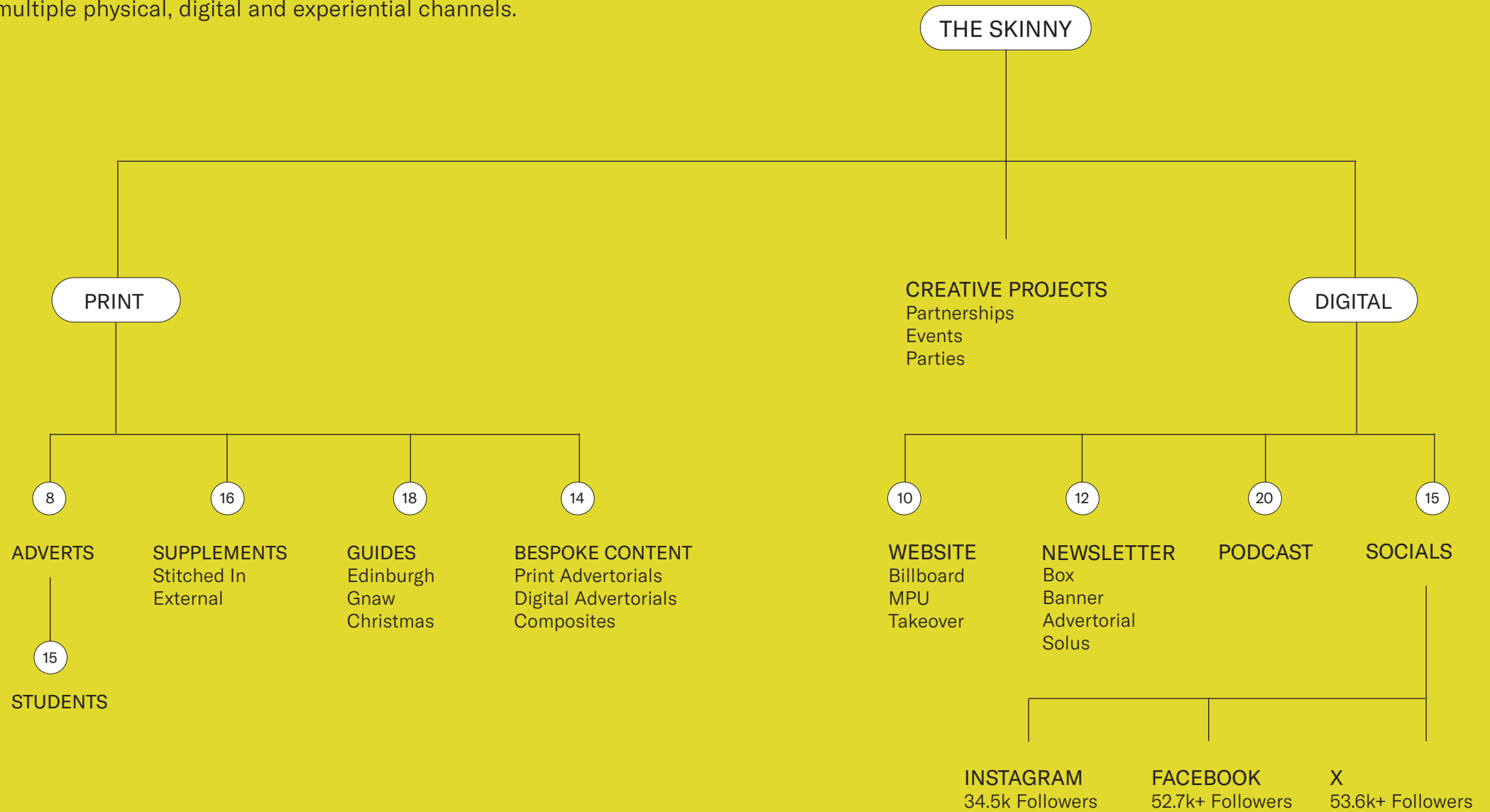
“The Skinny has been an essential cornerstone in my career to date. Not only have they championed my musical project Honeyblood since its creation, they have been instrumental in helping me develop a fanbase. Like many, I look to The Skinny as a cultural tastemaker and feel privileged to have my own art included in many issues and hopefully into the future.”

Stina Tweeddale,
Honeyblood



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.



Audience

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.

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

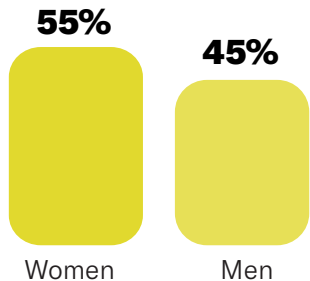
We print 25,000 free copies on trimmed-tabloid size recycled newsprint, available at over 300 venues every month.

25,000
printed copies per month

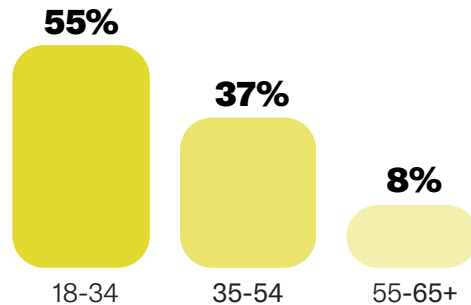
80,000
unique website users
per month

15,000
newsletter subscribers

GENDER SPLIT



AGE RANGE



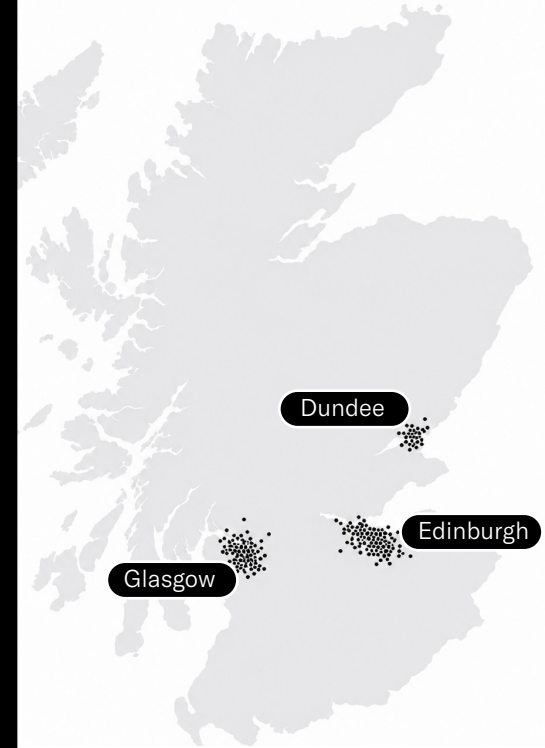
Distribution



PICK UP THE
LATEST ISSUE

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 on the Edinburgh trams.



Partners

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



ROCK ACTION

-PLEASANCE-



fringe



DUNDEE REP



GLASGOW FILM FESTIVAL

ARTWORK CHECKLIST

- 300 DPI Resolution
- CMYK
- JPEG or Flattened PDF
- Fonts Embedded
- No Crop Marks

Template files available on
theskinny.co.uk/specs

Submit to
adverts@theskinny.co.uk

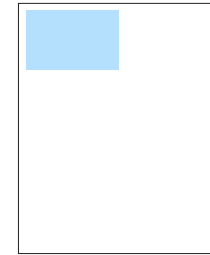
Deadlines on **page 23**
In-house design available
for an additional cost
(subject to availability)

25,000
free copies printed monthly

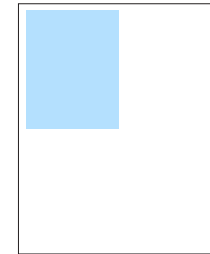
300+
venues throughout Scotland

Rates

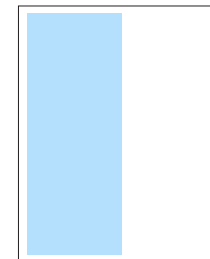
Eighth Page 117.5mm(w) x 73mm(h)	£375
Quarter Page 117.5mm(w) x 150mm(h)	£625
Half Page Vertical 117.5mm(w) x 304mm(h)	£1025
Half Page Horizontal 239mm(w) x 150mm(h)	£1025
Full Page 275mm(w) x 342mm(h) <small>Bleed: 275mm (w) x 342mm (h) Trim: 265mm (w) x 332mm (h) Safe: 240mm (w) x 310mm (h)</small>	£1550
DPS (Double Page Spread) 540mm(w) x 342mm(h) <small>Bleed: 540mm (w) x 342mm (h) Trim: 530mm (w) x 332mm (h) Safe: 500mm (w) x 310mm (h)</small>	£2800
Inside Front Cover or p3	£1745
Outside Back Cover	£2150
Cover Wrap Consists of front cover, IFC, IBC and OBC	£9000



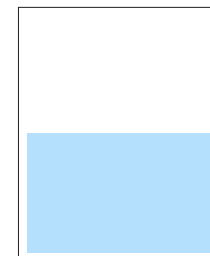
Eighth Box



Quarter Box

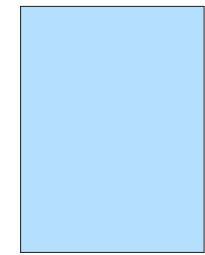


Half Vertical

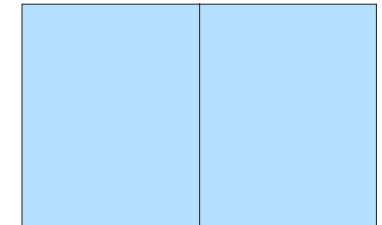


Half Horizontal

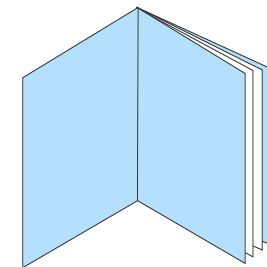
Magazine Adverts



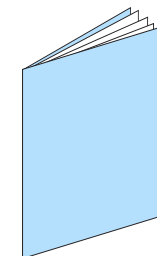
Full Page



DPS



Priority Positions



Cover Wrap

ARTWORK CHECKLIST

- ✓ Traditional image formats / rich media
- ✓ Maximum file size 1mb
- ✓ Submitted 5 days before live date

Template files available on theskinny.co.uk/specs

Submit to your sales contact

80,000
unique users per month

175,000
page impressions per month

0.18%
average click-through rate

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 and custom promoted content.

Example Impressions	Billboard (£20 CPM)	MPU (£22 CPM)
10.000	£200	£220
20.000	£400	£440
30.000	£600	£660

SECTION TAKEOVERS:

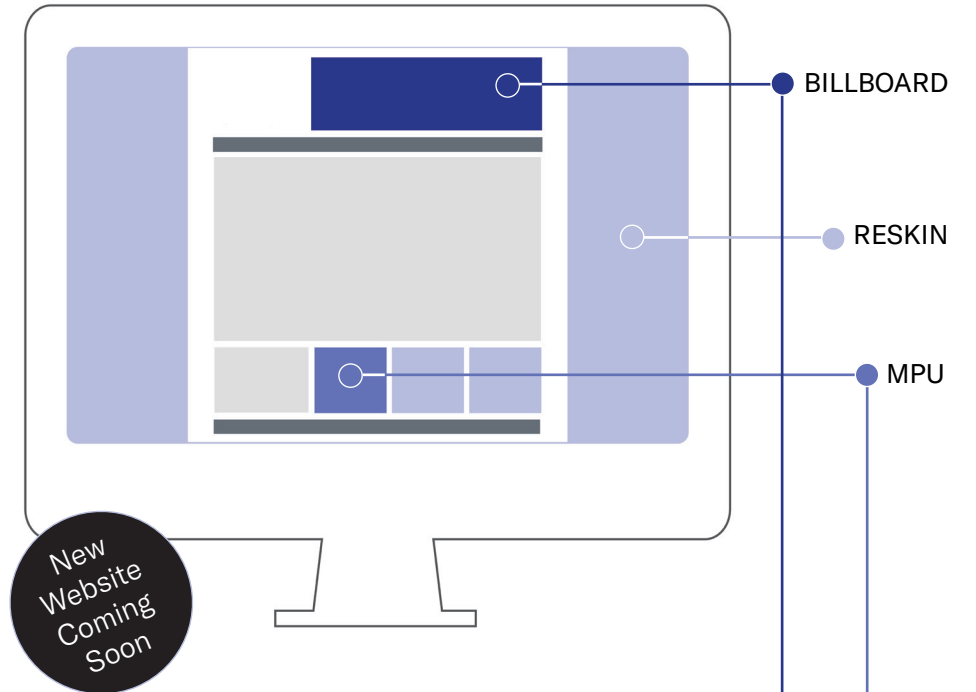
Exclusively occupy a particular section of our website or the entire site.

Section: £200 per week

Site: £250 per day

Includes:

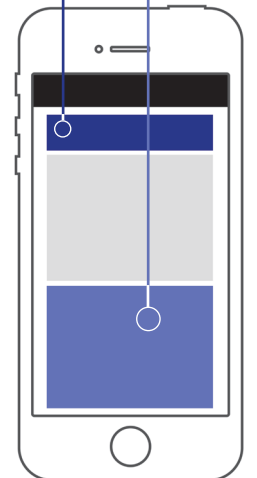
- Billboard
- MPU
- Reskin



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

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

● **TAKEOVERS**
Includes desktop billboard and MPU (specs above) plus reskin
Total area: 2560px(w) x 1440px(h)
Blank central area: 970px(w) x 1440px(h)
Safe zone on either side: 150px(w) x 600px(h)



ARTWORK CHECKLIST

- ✓ JPG / PNG or GIF
- ✓ Maximum file size 1mb
- ✓ Include click-through URL

Newsletter sent every Monday and Thursday

Template files available on theskinny.co.uk/specs

Submit to your sales contact

Artwork must be supplied min. 2 working days before live date

15,000+
subscribers

20%+
average open rate

130,000+
social followers

The Skinny Zap, an organically grown, effortlessly informed newsletter. Take advantage of our high engagement for timely, targeted digital advertising. Either book ads within the **ZAP**, or create your own bespoke **SOLUS** newsletter.

- ZAP Box Advertising
300px(w) x 250px(h) £175
- ZAP Banner Advertising
600px(w) x 250px(h) £320
- ZAP Advertorial
600px(w) x 250px(h)
+ 75 words £425
- Solus Newsletter
Supply us with a brief and images, we'll do the rest £900
(includes £100 fee for our writer)

THE SKINNY ZAP

Either book ads within the Zap (below), or create your own bespoke solus newsletter (right).

Box Advertising

300px(w) x 250px(h)

Banner Advertising

600px(w) x 250px(h)

Advertorial

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

+ 75 words

SOLUS

The Skinny team can help you create a beautifully engaging message to suit our readers' demands and convey your campaign effectively.

Solus Newsletter

Bespoke Content

Supply us with a brief and let us create a piece of promoted content in print and online for you, blending seamlessly into our editorial content, written by The Skinny's in-house journalists in our trusted style and tone.

ADVERTORIALS

What's Included?

- ✓ Written by professional journalists
- ✓ Up to two rounds of amends giving you creative control
- ✓ Logo placement
- ✓ Professional design
- ✓ Print and digital options
- ✓ Social media strategy

	PRINT	ONLINE ONLY
Full Page	£1550	£1200
Double Page	£2800	

All advertorials are 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.

SUPPLEMENTS

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.

STUDENT GUIDE

Each September, we publish a Student Supplement, 20,000 free copies put directly in to student's hands in Edinburgh, Glasgow and Dundee via Freshers events and targeted distribution. Get in touch to find out more!

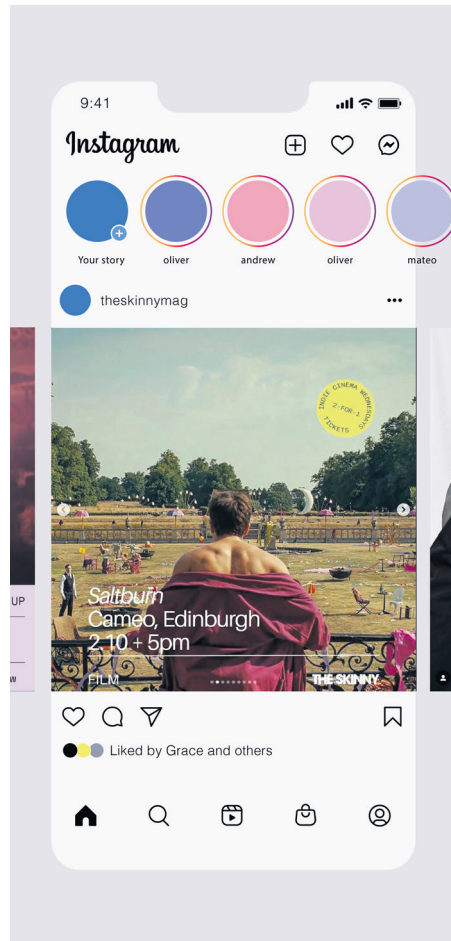
- ADVERTISING COSTS (SEE P8-9)

GSA Supplement



Advertorial

Try giving your campaign an interactive element to really amplify your engagement with our readers. Take advantage of our fastest-growing social platform by engaging directly with our 34.5k Instagram followers.



POSTS £250

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

TAKEOVER £750

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

COMPETITIONS £250

We can host competitions via theskinny.co.uk and share them through our socials and include them in our weekly e-newsletters.

Established in 2002, our sister magazine Fest has grown to become the biggest free guide to the Edinburgh festivals. Now covering Adelaide's summer festivals in February and March 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

- Combined print run of 35,000 copies across four editions

FEST ADELAIDE

Only dedicated festival magazine in the city, est. 2018

15,000 free copies published

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

Working with local arts journalists and established critics



Looking to target culture-hungry tourists in Scotland's cities? Try our compact guides to Edinburgh and Christmas & Hogmanay, and our guide to Scotland's food and drink, GNAW.

Offering insider's seasonal 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.



GUIDE TO EDINBURGH

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

GNAW

A guide to Scotland's food and drink from The Skinny, set to publish twice in 2026. 25,000+ copies of each available across Scotland and selected locations in England.

GUIDE TO: CHRISTMAS & HOGMANAY

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

Eighth Page
60mm(w) x 45mm(h) £300

Quarter Page
60mm(w) x 93mm(h) £525

Half Page Vertical
60mm(w) x 188mm(h) £795

Half Page Horizontal
123mm(w) x 93mm(h) £795

Full Page
Bleed: 154mm(w) x 216mm(h)
Trim: 148mm(w) x 210mm(h)
Safe: 128mm(w) x 190mm(h) £1250

DPS (Double Page Spread)
Bleed: 308mm(w) x 216mm(h)
Trim: 296mm(w) x 210mm(h)
Safe: 256mm(w) x 190mm(h) £2300

Inside Front Cover or p3 £1645

Outside Cover £1975

Cover Wrap
Consists of front cover, IFC, IBC and OBC £7500

ARTWORK CHECKLIST

- 300 DPI Resolution
- CMYK
- JPEG or Flattened PDF
- 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)

	ARTWORK	STREET
GNAW	6 May	16 May
Edinburgh	16 Jun	26 Jun
Christmas	10 Nov	20 Nov

Creative Projects

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.

PODCASTS

Launched early 2022, our fortnightly film podcast The Cineskinny has quickly become essential listening for film fans in Scotland (and further afield). More recently, we launched our monthly Music Now podcast, featuring discussions and talks with Scottish artists about their upcoming work, tours and more. Both podcasts were nominated for awards at the Scottish Podcast Awards.

KELBURN GARDEN PARTY

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

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.





GSA 20x20

We worked with Glasgow School of Art to produce an afterparty for their professional practice networking event, Working Spaces Live. Speakers including artists, filmmakers and comedians tackled the unpredictable 20x20 talk format, each bringing 20 slides, with 20 seconds to talk about each slide. Hilarity, chaos, even some learning ensued.





2026 Street Dates & Deadlines

	Booking	Artwork	Street
January	9 Dec	16 Dec	5 Jan
February	21 Jan	27 Jan	2 Feb
March	18 Feb	24 Feb	2 Mar
April	18 Mar	24 Mar	30 Mar
May	22 Apr	28 Apr	4 May
June	20 May	26 May	1 Jun
July	17 Jun	23 Jun	29 Jun
August	22 Jul	28 Jul	3 Aug
September	+ STUDENTS 	19 Aug	25 Aug
October	16 Sep	22 Sep	28 Sep
November	21 Oct	27 Oct	2 Nov
December	18 Nov	24 Nov	30 Nov
January 2026	11 Dec	18 Dec	4 Jan
GNAW		Oct TBC	Oct TBC
Edinburgh		10 Jun	16 Jun
Christmas		4 Nov	10 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



Get in touch! :))

THE SKINNY

The Skinny
The Melting Pot
15 Calton Road
Edinburgh EH8 8DL

+44 (0)131 467 4630
@theskinnymag

Advertising: sales@theskinny.co.uk

Commercial Director: sandy@theskinny.co.uk

Edinburgh & Adelaide Festivals: joanna@festmag.com