

COUNTRY

# lifestyle

Scotland's rural lifestyle guide

SCOTLAND



## 2014 PUBLICATION DATES

Spring 29th March • Summer 14th June • Autumn 30th August • Winter 29th November

# MEDIA PACK 2014

Country Lifestyle Scotland is aimed at readers who are looking to enhance rural living and are already aware of what the benefits of living within Scotland's unique countryside are. As such, our readership is all encompassing of country living as well as the concerns of those living within these communities and their environments.

This glossy magazine, designed with today's discerning customer in mind, appears free within [The Scottish Farmer](#) newspaper, as well as various independent specialist outlets throughout both town and rural locations. The magazine also comes with a free online e-edition and is available on all mobile devices including iPhone and iPad.

[Click here to view digital edition.](#)

### **Country Lifestyle Scotland has a successful formula by focussing on the following subjects in each issue:**

**Food** – highlighting the diverse range of top quality food that Scotland is producing – featuring small artisan producers who take time to grow or breed their own range, to the more established producers offering something special, but on a larger scale.

**Country Sports** – the country sports sector in Scotland is a growing industry, creating income and employment across many areas of Scotland – each issue we concentrate on a different sector, whether it be shooting, fishing, or looking at the characters involved in this popular pastime.

**Home and Gardens** – for those who are more comfortable in the great indoors, we feature the latest home trends, and new products that can't be missed. Also what should be happening in your garden at the relevant time of year, with advice from our gardening guru.

**Arts and Crafts** – There are so many amazing artists working out of Scotland, soaking up inspiration from our wonderful country. Each issue we feature an artist and their work and look at the diverse range of crafts and rural skills that the Scots do so well.

**Fashion** – we always have fun with the fashion section, setting up our own photoshoots to incorporate our own little rural twist on Scotland's every changing fashion.

**Travel** – Scotland has so many fantastic destinations, there is never any shortage of topics to discuss in our travel pages, both home and abroad.

Our lifestyle editor will also be capturing exclusive interviews from the institutions, establishments and key individuals who play that vital role in the rural community here in Scotland making Country Lifestyle Scotland the magazine to use to promote your business to the influential rural community.

The Scottish Farmer has been the definitive expression of life within Scottish Agriculture for more than 120 years and as such makes an ideal distribution vehicle. For businesses looking to reach Scotland's rural community it is second to none as a superb advertising platform, and as a reader there is no better medium to keep you informed of the developments within this unique and diverse industry. As such, our readership is all encompassing of agricultural life and country living in Scotland's thriving farming community.

### **Listen to those who know!**

- The Scottish Farmer is read by more farmers in Scotland than any other farming title.
- 93% of our readers agree that The Scottish Farmer is key when making purchase decisions.
- 104,520\* readers both in print and online are reached every week.
- There is no better platform from which to reach the highly influential Scottish marketplace.

(This information is taken from The Scottish Farmer's ABC audit and recent reader's survey conducted by TSF from an audience who have pride in their rural roots and are keen to support the extended agricultural community by investing in their products)

\**Publisher's Estimate*



## Rates

Please find below examples of the advertising costs to consider.

- Inside / Outside Cover (A4 Size) £2200
- Full page advert £1800
- Half page advert £1100
- Quarter page advert £600
- Eighth page advert £350

## Sponsorship Opportunity

Sponsorship packages are available on request and can be tailored to meet the customer needs including:

- Front Cover credit of association.
- 2cm x 4column branding strip adverts appearing on a minimum of 10 editorial pages.
- Double page feature (one page advert / one page editorial).
- Exclusive sponsorship banner on Country Lifestyle Scotland website.
- Credit of association on all marketing communications including newsletter and in paper marketing.
- Social Networking promotions.
- Banner on The Scottish Farmer website.

**Total Cost: P.O.A.**

## Deadlines

Issue	Copy Deadline	On sale date
Spring 2014	17th March	29th March
Summer 2014	2nd June	14th June
Autumn 2014	18th August	30th August
Winter 2014	17th November	29th November

## Mechanical Data

### Full Page (depth & width)

**Bleed:** 303mm x 216mm **Trim:** 297mm x 210mm **Type:** 267mm x 188mm

### Double Page Spread

**Bleed:** 303mm x 426mm **Trim:** 297mm x 420mm **Type:** 267mm x 400mm

**Half Page Vertical:** 267mm x 92mm

**Half Page Horizontal:** 130mm x 188mm

**Quarter Page:** 130mm x 92mm

**Eighth Page:** 64mm x 92mm

**Loose Inserts:** Size must not exceed 260mm x 180mm - P.O.A.

## Contact details

For further information on this publication and to reserve your space, please contact:

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