

[ABOUT US](#)

[PLATFORMS](#)

[RATES](#)

[SIZES](#)

# COUNTRY LIFESTYLE SCOTLAND

SCOTLAND'S NEWEST LIFESTYLE MAGAZINE

## MEDIA PACK 2021

**PUBLICATION DATES**

Winter | November 2021

ABOUT US

PLATFORMS

RATES

SIZES

# About us



## EDITORIAL ENQUIRIES

Karen Peattie  
karen.peattie@heraldandtimes.co.uk

## ADVERTISING ENQUIRIES

Carol-Anne Forbes 0141 302 6418  
carol-anne.forbes@heraldandtimes.co.uk

Nicola Riley 0141 302 6139  
nicola.riley@heraldandtimes.co.uk

Dali Dahmane 0141 302 7759  
dali.dahmane@heraldandtimes.co.uk

## PUBLISHED BY

Newsquest Media Group  
125 Fullarton Drive  
Glasgow G32 8FG

Country Lifestyle Scotland was relaunched earlier this year as a standalone, consumer-facing lifestyle publication offering advertisers an attractive distribution model that is unique in the publishing sector in Scotland.

The publication remains part of The Scottish Farmer stable but has undergone a radical evolution, giving the title a point of difference in a busy marketplace – offering advertisers a new and highly-effective platform for promoting products and services.

This includes distribution with The Scottish Farmer, The Herald on Sunday and digitally across our broad portfolio of weekly newspaper titles. In addition, our free online e-edition will be available on all mobile devices including iPhone and iPad.

Published in A4 format with high-impact glossy covers, the November issue of Country Lifestyle Scotland will have a strong festive theme as thoughts turn to all things Christmas and shopping – be that for food and drink for the table or presents for friends, family and loved ones.

We also look at what's on ahead of the festive season and high some of the winter events taking place the length and breadth of Scotland, along with places to visit and things to see and do

during the colder weather – making Country Lifestyle Scotland the ideal advertising outlet for your business, services and upcoming events.

To coincide with the return to the BBC of Shetland, the popular crime drama series, our Editor explores the islands and speaks to some of the people who have found the perfect lifestyle in this most beautiful and dramatic part of Scotland.

Elsewhere in the magazine we have our usual sections covering the lifestyle themes that interest consumers of all ages across Scotland – providing inspiration, escapism and food for thought in the form of features, interviews, and news round-ups.

Sections include food and drink, whisky, hospitality, tourism and travel, independent retail, arts and crafts, homes and gardens, property, and fashion.

Country Lifestyle Scotland, with its unique distribution model, offers an opportunity to promote your business to an influential demographic, providing an outstanding advertising platform that will reach an audience that is hungry for inspiration and information on what's on, what's available, and what's new in Scotland.

**Karen Peattie, Editor**

ABOUT US

PLATFORMS

RATES

SIZES

Country Lifestyle Scotland can be accessed through a wide range of platforms – from print to digital

# Platforms

1



2

3



4

**1 MAGAZINE**  
Where it all started.  
Country Lifestyle  
Scotland in print,  
4 issues a year

**2 DESKTOP  
DIGITAL EDITION**

**3 TABLET  
DIGITAL EDITION**

**4 SMARTPHONE  
DIGITAL EDITION**

ABOUT US

PLATFORMS

RATES

SIZES

# Rates

## PRINT

### FULL COLOUR DISPLAY POSITION

|                    |        |
|--------------------|--------|
| Quarter Page       | £600   |
| Half Page          | £1,100 |
| Full Page          | £1,800 |
| Double Page Spread | £3,500 |

### COVERS - FULL COLOUR

|                    |        |
|--------------------|--------|
| Back Cover         | £2,200 |
| Inside Back Cover  | £2,200 |
| Inside Front Cover | £2,200 |

### SPONSORSHIP Price on application

**INSERTS** Price on application  
These are accepted for loose insertion.  
Size must not exceed 210mm(h) x 135mm(w)

### VOLUME DISCOUNT

|            |                       |
|------------|-----------------------|
| 2 Bookings | 5% discount on above  |
| 3 Bookings | 10% discount on above |
| 4 Bookings | 15% discount on above |

Agency commission - 10%

\* Please ensure you are given a booking reference by your account exec.

## ADVERTISING

**Carol-Anne Forbes** Senior Media Sales Executive  
0141 302 6418  
carol-anne.forbes@heraldandtimes.co.uk

**Nicola Riley** Senior Sales Executive  
0141 302 6139  
nicola.riley@heraldandtimes.co.uk

**Dali Dahmane** Head of Sales  
0141 302 7759  
dali.dahmane@heraldandtimes.co.uk

### COPY REQUIREMENT

**Complete Artwork:** We prefer to accept advertising in the following formats: Press Optimised PDF; Illustrator EPS; Photoshop EPS; JPEG or TIFF at 300dpi. (Fonts should be embedded/outlined to paths and all pictures should be CMYK).

**In-house Design:** Advertisements can also be made up in-house by our production staff. Text and images should ideally be emailed. Digital images may also be sent via a link to download and must be large enough to be printed at 300 dpi at the target size. JPEG compression, if used, must be kept at a high level to ensure colour is not lost. Low resolution images cannot be accepted.

If you have any query regarding these specifications please call our production department on 0141 302 7765.

**NB.** Finished page size is 297mm (H) x 210mm (W) with a 3mm bleed all round. Please see next page for full ad size specification.

**NBB.** It should be noted that the Magazine Division of Newsquest (Herald & Times) Ltd will NOT, under any circumstances, accept copies of fonts. Fonts are licensed to the purchaser and may only be copied for the purposes of backing up. It is illegal to copy fonts in any form (ie to external disks, via ISDN etc). Further advice on fonts and their usage can be obtained from Fontworks on 0207 226 4411.

ABOUT US

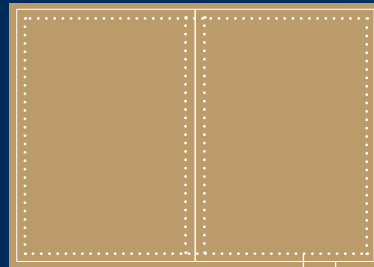
PLATFORMS

RATES

SIZES

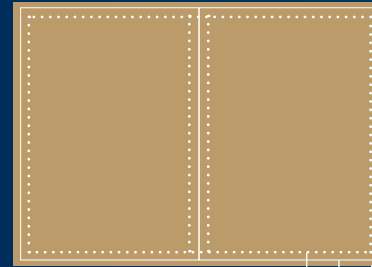
# Sizes

## MECHANICAL DATA



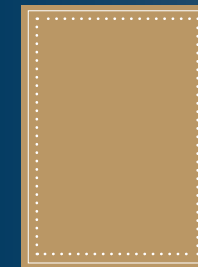
**DOUBLE PAGE SPREAD**  
Type: 303mm(h) x 426mm(w)  
Trim: 297mm(h) x 420mm(w)  
Gutter 18mm (9mm on each page)

Type  
Trim  
Bleed

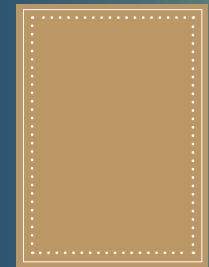


**DOUBLE PAGE SPREAD BLEED**  
Bleed: 303mm(h) x 426mm(w)  
Trim: 297mm(h) x 420mm(w)  
Gutter 18mm (9mm on each page)

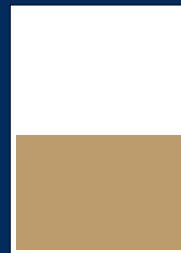
Type  
Trim  
Bleed



**FULL PAGE**  
Type: 280mm(h) x 192mm(w)  
Trim: 297mm(h) x 210mm(w)



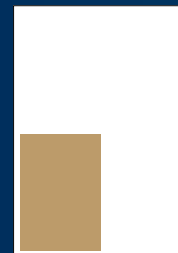
**FULL PAGE BLEED**  
Bleed: 303mm(h) x 216mm(w)  
Trim: 297mm(h) x 210mm(w)  
Type: 280mm(h) x 192mm(w)



**HALF PAGE HORIZ**  
Type: 135mm(h) x 192mm(w)



**HALF PAGE VERT**  
Type: 280mm(h) x 94mm(w)



**QUARTER PAGE**  
Type: 135mm(h) x 94mm(w)

**NB.** The trim area defines the size the page will be cut to. You should avoid the use of text up to the edge of the page, ideally keeping any important text within the 'type' area defined above. Where you require adverts to bleed off the page, a bleed area of 3mm all round should be added to the trim specs, as detailed above.

**PLEASE NOTE:** Copy with bleed must be supplied with **BLEED MARKS NOT CROP MARKS**