

# Scottish Mountaineer

The voice of Scotland's hillwalkers, climbers, mountaineers and ski-tourers

**MEDIA PACK 2018**



## THE FACTS

Scottish Mountaineer is the Official magazine of Mountaineering Scotland, the representative body for climbers, walkers, mountaineers and cross-country skiers who enjoy the Scottish mountains.

Scottish Mountaineer is a full colour glossy magazine produced 4 times per year and brought to you by the publishers of Scottish Walks, Scotland's largest free walking magazine. It keeps members informed about the activities of Mountaineering Scotland, courses and discount deals, and tackles issues that are current in the mountains - in particular regarding any access and safety information.

All 12,000 members of Mountaineering Scotland, whether Individual, Club or Associate receive a copy of the magazine direct.

### Member regular interests

- 96% take part in hillwalking/mountaineering
- 14% take part in sport climbing outdoors
- 70% take part in winter walking
- 32% climb regularly at indoor climbing walls
- 35% take part in traditional rock climbing
- 41% take part in ski-touring
- 72% take part in mountain biking/cycling
- 33% take part in canoeing/kayaking

### The Magazine

- 94% of members always read the magazine.
- 79% said it adequately covered their areas of interest
- 74% said the overall quality of the magazine was good
- 84% of members regularly visit the web

*(Membership survey 2012)*

Advertising space within Scottish Mountaineer offers advertisers a highly cost-effective and unique platform to reach a mass Scottish market of active outdoor enthusiasts.

## THE STATS

- 4 issues per annum
- 84 pages per issue
- Print run of 15,000
- 70,000 readership

## 2018 ISSUES

Issue	Publication date		
78	Spring 2018	80	Autumn 2018
79	Summer 2018	81	Winter 2018

## DIGITAL STATS

- Averaging 51,000+ unique visitors per month
- Average visitor duration 5.43 minutes
- Total pages viewed 423,000 per month

[Click here](#) to see the latest issue of Scottish Mountaineer



## CONTACT

Sales Development Manager Ronnie Dodd  
Tel. 0141 302 7757  
Email: [ronnie.dodd@heraldandtimes.co.uk](mailto:ronnie.dodd@heraldandtimes.co.uk)

## THE RATES

### FULL COLOUR ORDINARY POSITION

Eighth Page	£295
Quarter Page	£545
Half Page	£995
Full Page	£1895
Double Page Spread	£2900

### COVERS - FULL COLOUR

Inside Back Cover	£2,000
Inside Front Cover	£2,100
Outside Back Cover	£2,200

### CLASSIFIEDS

Single Column Centimetre (min size: 3cms x 1 column)	£22
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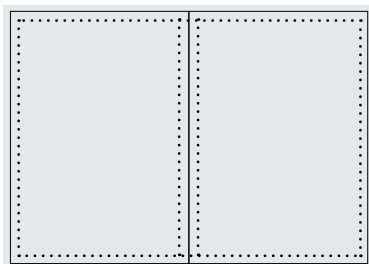
### INSERTS Price on application

### VOLUME DISCOUNT

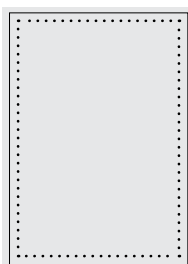
2 Bookings	5% discount on above
3 Bookings	10% discount on above
4 Bookings	15% discount on above



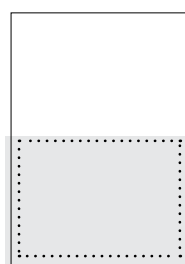
## MECHANICAL DATA



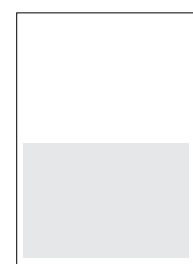
**DOUBLE PAGE SPREAD**  
Trim: 297mm(h) x 420mm(w)  
Bleed: 303mm(h) x 426mm(w)  
Type: 280mm(h) x 402mm(w)  
Gutter 18mm (9mm on each page)



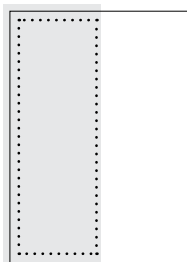
**FULL PAGE BLEED**  
Trim: 297mm(h) x 210mm(w)  
Bleed: 303mm(h) x 216mm(w)  
Type: 280mm(h) x 192mm(w)



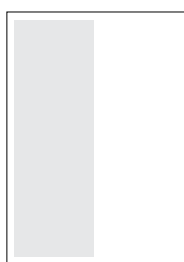
**HALF PAGE HORIZ BLEED**  
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Type: 135mm(h) x 192mm(w)



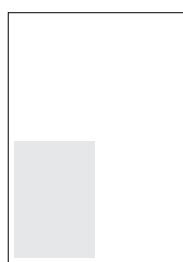
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Type: 135mm(h) x 192mm(w)



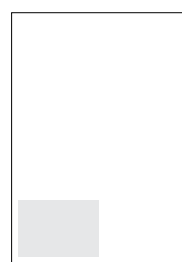
**HALF PAGE VERT BLEED**  
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Bleed: 303mm(h) x 106mm(w)  
Type: 280mm(h) x 94mm(w)



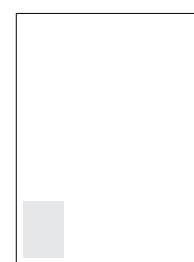
**HALF PAGE VERT**  
Type: 280mm(h) x 94mm(w)



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



**EIGHTH PAGE**  
Type: 65(h) x 94mm(w)



**SIXTEENTH PAGE**  
Type: 65(h) x 45mm(w)

**INSERTS** - These are accepted for loose insertion. Size must not exceed 260mm(h) x 180mm(w)

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

We prefer to receive Press Optimized PDF; Photoshop EPS, JPEG or TIFF at 300dpi

A laser or faxed copy of the final artwork should always be provided - colour where possible.

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.

# MOUNTAINEERING SCOTLAND DIGITAL OPPORTUNITIES

## www.mountaineering.scot

### The stats

- Averaging 51,000+ unique visitors per month
- Average visitor duration 5.43 minutes
- Total pages viewed 423,000 per month

### The benefits

Many more of our regular readers and your consumers now spend more and more time online as every minute becomes even more precious. Our website offers you the chance to interactively showcase your products and services to a significant and growing online audience.

Combine this with print and you are able to reach a further increased readership.

Choose your preferred display option on our site and have it positioned to appear run of site or tailor your message to a specific section or sub header within our site map.

### The facts

- Average visits per visitor per month is 8.51
- Reach a larger audience
- Reach a new audience
- More exposures for your brand
- Your advert is accessible 24/7
- There are no geographic restrictions

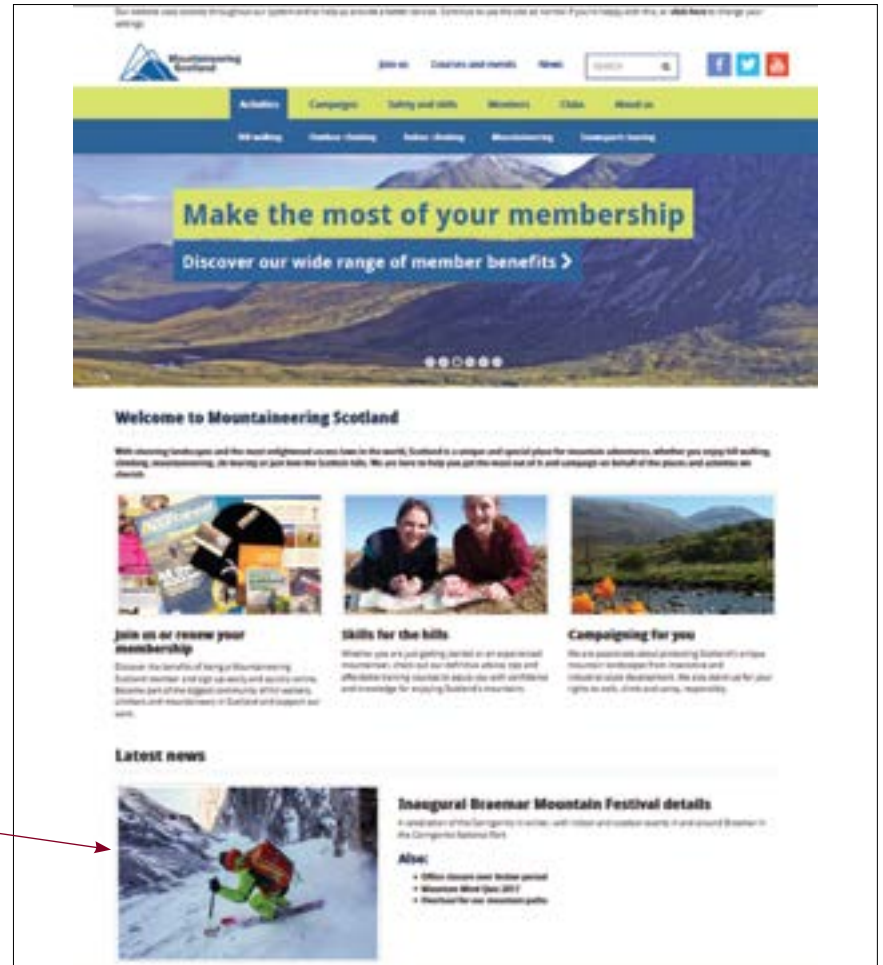
### The rates

- Banners on home page and inside £595 per month

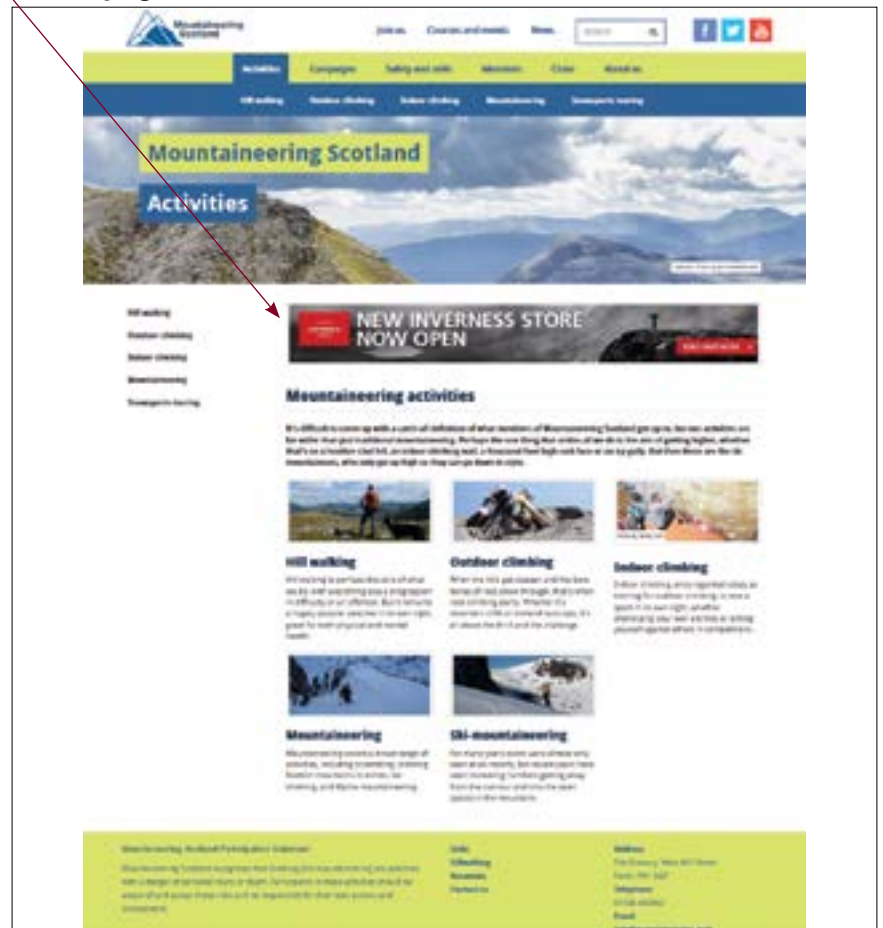
## CONTACT

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## Home page



## Inside page



# Scottish Mountaineer

The voice of Scotland's hillwalkers, climbers, mountaineers and ski-tourers

DON'T JUST TAKE OUR WORD FOR IT!

## Jacci Cameron, Harvey Maps

" Having advertised with both Scottish Mountaineer and Scottish Walks I could not be happier with the service I receive. Both magazines are ideal ways of being able to promote our brand. The professional service we receive is second to none".

### Harvey Maps

Jacci Cameron  
12-22 Main Street, Doune  
Perthshire, FK16 6BJ, United Kingdom  
Tel: 01786 841202



[www.harveymaps.co.uk](http://www.harveymaps.co.uk)

## Dan Thompson, RAB Equipment

" The demographic of Scottish Mountaineer is an good match for our target customers. The team has given our brand some excellent service over the year. Keep up the good work!".

### RAB Equipment

Dan Thompson



[www.rab.equipment/uk/](http://www.rab.equipment/uk/)

## Claire Willis, National Trust For Scotland

" As part of our Loch Arkaig campaign we had to reach the passionate outdoor enthusiast. We found everything we were looking for in Scottish Mountaineer. The clearly defined demographics of the readership and loyalty of the members allowed us to reach the exact clientele we required. Scottish Mountaineer magazine is a publication that stand head and shoulders above the others.

### National Trust for Scotland

Claire Willis



[www.nts.org.uk](http://www.nts.org.uk)

## Anna Clark, The North Face

" With a continual evolving market place we are always challenged to find cost effective routes to market. Having used Scottish Mountaineer magazine for product launches we are pleased with the results and service this title and team offers. This magazine has server the test of time and will continue to remain within our marketing plans.

### Anna Clark

The North Face



[www.thenorthface.co.uk](http://www.thenorthface.co.uk)