

ABOUT US

AUDIENCE

MAGAZINE

RATES

SPEC

DIGITAL

PUBLICATION DATES

Winter | February 2021

Spring | May 2021

Summer | August 2021

Autumn | November 2021



Scottish Mountaineer

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

MEDIA PACK 2021

The official magazine of Mountaineering Scotland

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An introduction to
Mountaineering Scotland
and Scottish Mountaineer



PUBLISHED BY
Newsquest Media Group

ADVERTISING
Dali Dahmane, Advertising Manager
Tel: 0141 302 7759 dali.dahmane@newsquest.co.uk

About us

With stunning landscapes and the most enlightened access laws in the world, Scotland is a unique and special place for mountain adventures, whether you enjoy hill walking, climbing, mountaineering, ski touring or just love the Scottish hills.

Mountaineering Scotland is the only recognised representative organisation for hill walkers, climbers, mountaineers and ski-tourers who live in Scotland or who enjoy Scotland's mountains, and acts to represent, support and promote Scottish mountaineering.

We offer training and information to mountain users to promote safety, self-reliance and the enjoyment of our mountain environment. We also campaign to protect Scotland's mountains and to protect access rights in those mountains.

Scottish Mountaineer is the official magazine of Mountaineering Scotland. Published quarterly, it is a members only, full colour glossy magazine, containing in-depth features written by members with some outstanding photography along with regular sections covering Mountaineering Scotland's work on access and landscape issues, mountain skills and safety advice, and news from the organisation and the wider mountaineering world.

It also covers the indoor and outdoor climbing scenes with the latest on climbing competitions and the activities of the ClimbScotland initiative to get young people climbing.

All 14,000 members of Mountaineering Scotland, whether Individual, Club or Associate receive a copy of the magazine direct.

Scottish Mountaineer can be accessed through a wide range of platforms – from print to digital – with a combined audience reach of over **159,000**.

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The Mountaineering Scotland community continues to grow – via an array of social networks, through our website and events

Audience

READERSHIP

Each issue is read on average by 3 people or more

75,000

67% 33%

CIRCULATION

16,500

94% of members always read the magazine

79% said it adequately covered their areas of interest

94% said the overall quality of the magazine was very good

AGE

16-24 9%

25-34 16%

35-44 17%

45-54 22%

55-64 21%

65-74 12%

75+ 3%

MEMBER REGULAR INTERESTS



82% take part in hillwalking



36% take part in winter mountaineering



25% climb regularly at indoor climbing



25% take part in climbing outdoors



22% take part in scrambling



15% take part in bouldering indoors



7% take part in ski-touring



28% take part in mountain biking/cycling

SOCIAL NETWORKS

f 25,300 followers

17,700

6,000

35,000+

Unique visitors per month to mountaineering.scot

159,000+

Combined audience reach

DIGITAL

What's inside Scottish
Mountaineer magazine
from cover to cover

Latest gear on the market



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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 be supplied on CDs or via 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.

Rates

PRINT

FULL COLOUR DISPLAY 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

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

VOLUME DISCOUNT

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

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

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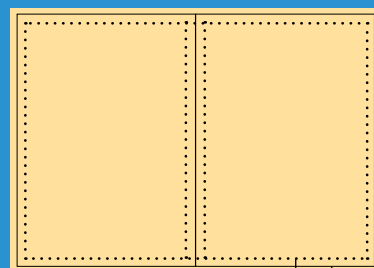
RATES

SPEC

DIGITAL

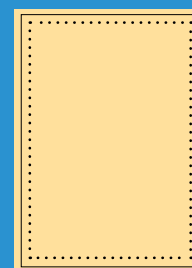
Spec

MECHANICAL DATA



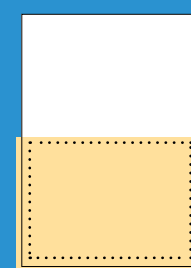
DOUBLE PAGE SPREAD

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



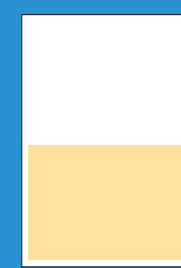
FULL PAGE BLEED

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



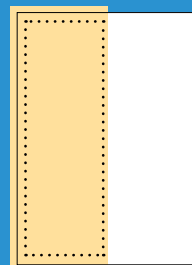
HALF PAGE HORIZ BLEED

Trim: 146mm(h) x 210mm(w)
Bleed: 151mm(h) x 216mm(w)
Type: 135mm(h) x 192mm(w)



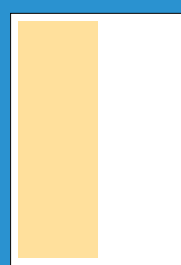
HALF PAGE HORIZ

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



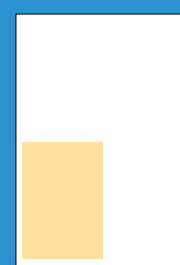
HALF PAGE VERT BLEED

Trim: 297mm(h) x 103mm(w)
Bleed: 303mm(h) x 106mm(w)
Type: 280mm(h) x 94mm(w)



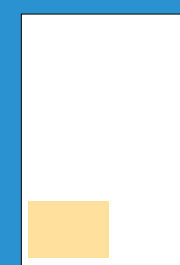
HALF PAGE VERT

Type: 280mm(h) x 94mm(w)



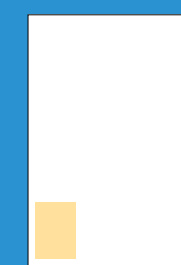
QUARTER PAGE

Type: 135mm(h) x 94mm(w)



EIGHTH PAGE

Type: 65mm(h) x 94mm(w)



SIXTEENTH PAGE

Type: 65mm(h) x 45mm(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.

ABOUT US

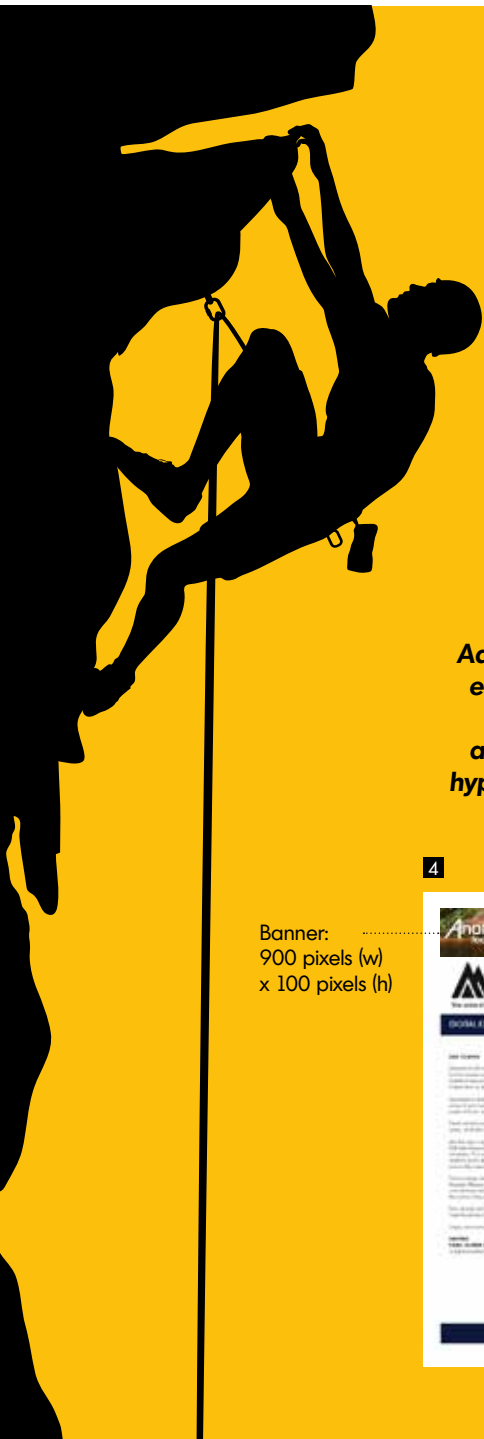
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DEVICES

Digital

Scottish Mountaineer is available on ever-more devices from computers to smartphones and tablets

Advertisers
email and
website
addresses
hyperlinked



1

4



Banner:
900 pixels (w)
x 100 pixels (h)

2



3



1 DESKTOP

2 TABLET

3 SMARTPHONE

4 DIGITAL EDITION
EMAIL NOTIFICATION

Digital edition gets sent out to all 14,000 Mountaineering Scotland members and can be accessed free from the Mountaineering Scotland website.

Banner advertising is available, positioned at the top of the notification email.

£595 per issue

Specification: JPG only
900 pixels wide x
100 pixels deep

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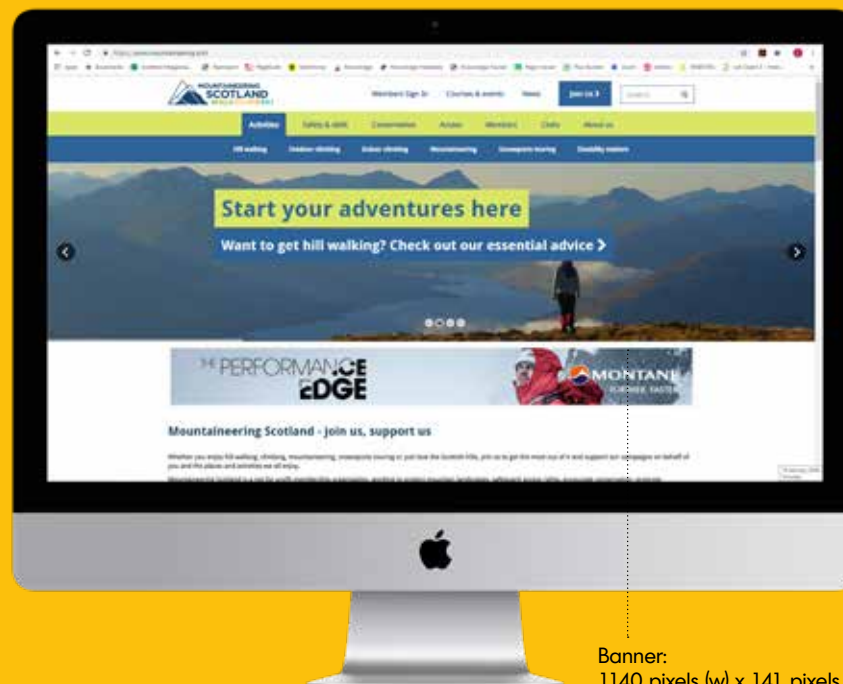
ONLINE

www.mountaineering.scot

ADVERTISING

Dali Dahmane
Advertising Manager
Tel: 0141 302 7759

dali.dahmane@heraldandtimes.co.uk



Banner:
1140 pixels (w) x 141 pixels (h)

Digital

THE STATS

- Averaging 35,000+ unique visitors per month
- Average visitor duration 5.39 minutes
- Total pages viewed 342,000 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 social networks and you are able to reach a further increased readership of **159,000+**.

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

- 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