

SCOTTISH MOUNTAINEER

THE VOICE OF SCOTLAND'S MOUNTAIN WALKERS AND CLIMBERS



MEDIA PACK 2015



THE FACTS

Scottish Mountaineer is the Official magazine of the Mountaineering Council of 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 newest and largest free walking magazine. It keeps members informed about the activities of the MCoS, 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 the Council, 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
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2014 ISSUES

Issue	Publication date
66	February 2015
67	May 2015
68	August 2015
69	November 2015

Click here to see the latest issue of Scottish Mountaineer

CONTACT

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Email. ronnie.dodd@heraldandtimes.co.uk



THE RATES

FULL COLOUR ORDINARY POSITION

Eighth Page	£295
Quarter Page	£445
Half Page	£795
Full Page	£1495
Double Page Spread	£2900

COVERS - FULL COLOUR

Inside Back Cover	£1600
Inside Front Cover	£1700
Outside Back Cover	£1800

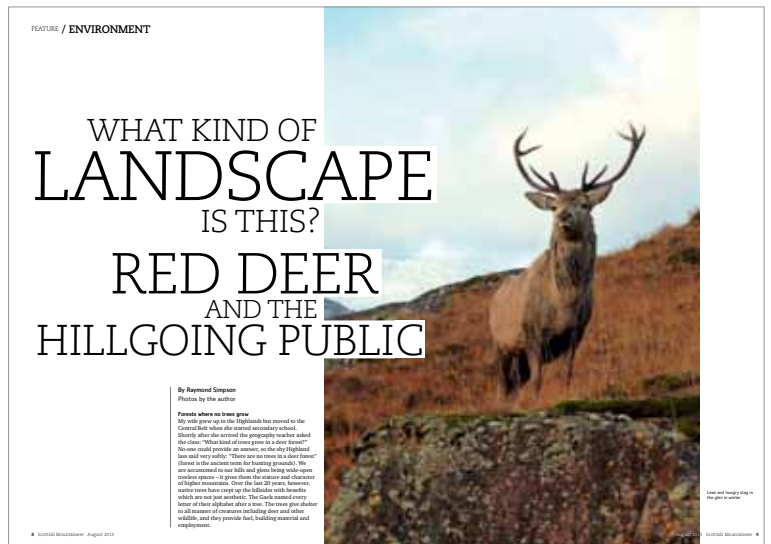
CLASSIFIEDS

Single Column Centimetre (min size: 3cm x 1 column)	£22
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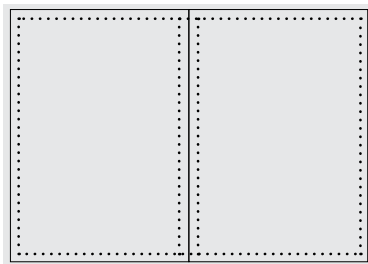
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VOLUME DISCOUNT

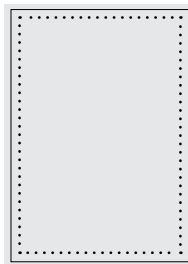
2 Bookings	5% discount on above
3 Bookings	10% discount on above
4 Bookings	15% discount on above



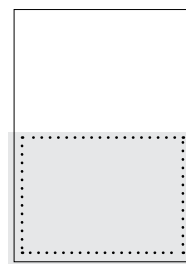
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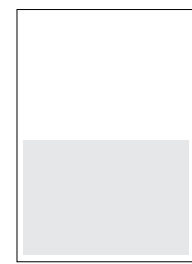
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Gutter 20mm (10mm on each page)



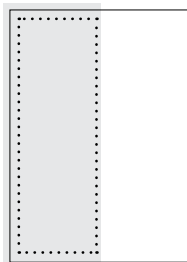
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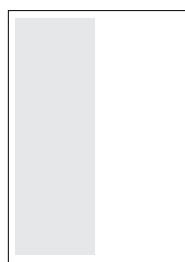
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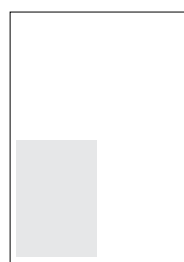
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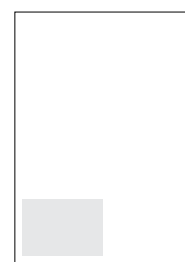
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HALF PAGE HORIZ
Type: 267mm(h) x 92mm(w)



QUARTER PAGE
Type: 130mm(h) x 92mm(w)



EIGHTH PAGE
Type: 64(h) x 92mm(w)

CLASSIFIEDS
1 column width 44mm
2 column width 92mm
3 column width 140mm
4 column width 188mm

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. Fax: 0141 302 7798

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MCoFS DIGITAL OPPORTUNITIES

www.mcofs.co.uk

The stats

- Averaging 41,000+ unique visitors per month
- Average visitor duration 5.43 minutes
- Total pages viewed 187,300 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 2.63
- 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

Welcome to the MCoFS (Mountaineering Council of Scotland) website

With stunning mountains and the most enlightened access laws in the world, Scotland is a unique and special place for adventurous pursuits such as hill walking, climbing and skitouring.

So, whether you're an elite climber, just learning the ropes at a climbing wall, or getting into hill walking and wanting to learn about safety, the MCoFS is here to help you get even more from your chosen mountain activity in this great country.

Scotland's mountains, hills and crags: Exhilarating, Inspiring, Magical.

Have a look around our site to see what we have to offer. Join us now through our half-price membership deal - and enjoy our wide range of [money-saving membership benefits](#).

Weather Reports >>> Deer Stalking >>> Courses & Events >>> Join Us >>>

Find a Club >>> Coaching >>> Online Shop >>> Member Discounts >>>

Rab vapour-rise

Inside page

Win a Rab

About Us

The Pages in this section of our website provide information about MCoFS, our aims, and how we are organised. Our Strategic Plan guides all our activities, and our staff work to achieve annual Operational Plan objectives which contribute to our strategic aim of representing, supporting and promoting Scottish Mountaineering.

Founded in 1970 by the Association of Scottish Climbing Clubs, MCoFS (The Mountaineering Council of Scotland) is the only recognised representative organisation for hill walkers, climbers and ski-tourers who live in Scotland or who enjoy Scotland's mountains.

Our work areas are explained in the other sections of this website. The menu on the left gives you access to the following information:

- Press Releases
- Staff and Media Contacts
- Board of Directors and Responsibilities
- Advisory Groups
- Strategic Plan 2009-2013
- Annual Reports and Accounts
- General Meetings - Minutes of Previous Meetings
- Memorandum and Articles of Association
- Policies and Position Statements
- Equity Statement of Intent and Code of Practice
- Members who have been awarded Honorary Membership for their contribution to MCoFS and Scottish Mountaineering
- Sponsors and Sponsors
- Website Accessibility Information and details of how to use the Self-Service System
- Terms and Condition of Supply (including event and course bookings)
- Data Protection Policy