

# scottish walks

BENS, GLENS, ISLANDS AND COAST - ROUTES FOR ALL



## MEDIA PACK 2012

### Publication dates:

Winter – 10th February

Spring – 21st April

Summer – 21st July

Autumn – 20th October



If you're *serious* about *targeting* Scottish walkers, then *Scottish Walks* has the answers.



## MORE THAN A STROLL

There was a time, and not that long ago, when everyone walked everywhere. In many countries of the world that is still the case. Sadly, here in the western world our reliance on motorised transport means that fewer and fewer of us walk any distance at all on a daily basis.

Health organisations recommend we walk 10,000 paces a day – about five miles, but that is beyond the ability of a great many people, while others claim they just don't have the time to walk five miles in a day. And who wants to walk for miles around city streets?

But here in Scotland we're fortunate. Small but perfectly formed, this little country of ours can boast some of the most beautiful, and most diverse, landscapes in Europe. Add to that the best access legislation in the world and what you get is a paradise for walkers. Whether you want to climb some hills, and Scotland boasts the finest hillwalking in the UK, or wander along a short section of our 7000 mile long coastline, lose yourself (figuratively speaking) in one of our ancient woodlands or hike in the footsteps of history, Scotland has it all – and it's all on our doorstep.

Walking through such landscapes has a lot going for it. It's a healthy activity, it's fat-burning, it's green, and best of all – it's free! The weather isn't perfect, I'll give you that, and we often curse the maritime climate that sometimes feels like five months of winter and seven months bad weather but that's rarely the truth of it. The weather can be fickle but it's those very complexities that often create the moods and impressions – the atmospheres – that make walking in Scotland such a unique experience.

And it's that unique experience we want to

capture in Scottish Walks, through a range and variety of walking routes that will suit everyone, from the raw beginner to the experienced Rambler. Our contributors are all regular walkers and writers who know the less travelled trails of the nation like the backs of their hands and they will be sharing all the information required to get our readers out there, enjoying the wild places of this glorious country of ours.

Scottish Walks will follow great routes along indented coastlines, across islands, through ancient forests of Caledonian pine, over rugged mountains and through long, empty glens, watching short-eared owls hunt over border moors or delighting in the sight of a golden eagle soar over his highland domain, reminding ourselves of the rich rewards there are to be discovered in this land of the mountain and the flood. The quality of the photography, alone, will be enough to inspire many.

Whether it be climbing the hills, hiking long distance treks through the glens or taking coastlines rambles, Scotland's spirit-of-place will infuse our readers' spirit and draw them back time and time again, just as it does mine. This is the land that forms the bedrock, the foundation of my own passion for wild places. Scottish Walks will lay the foundations of such passion in others too.

Cameron McNeish, Editor

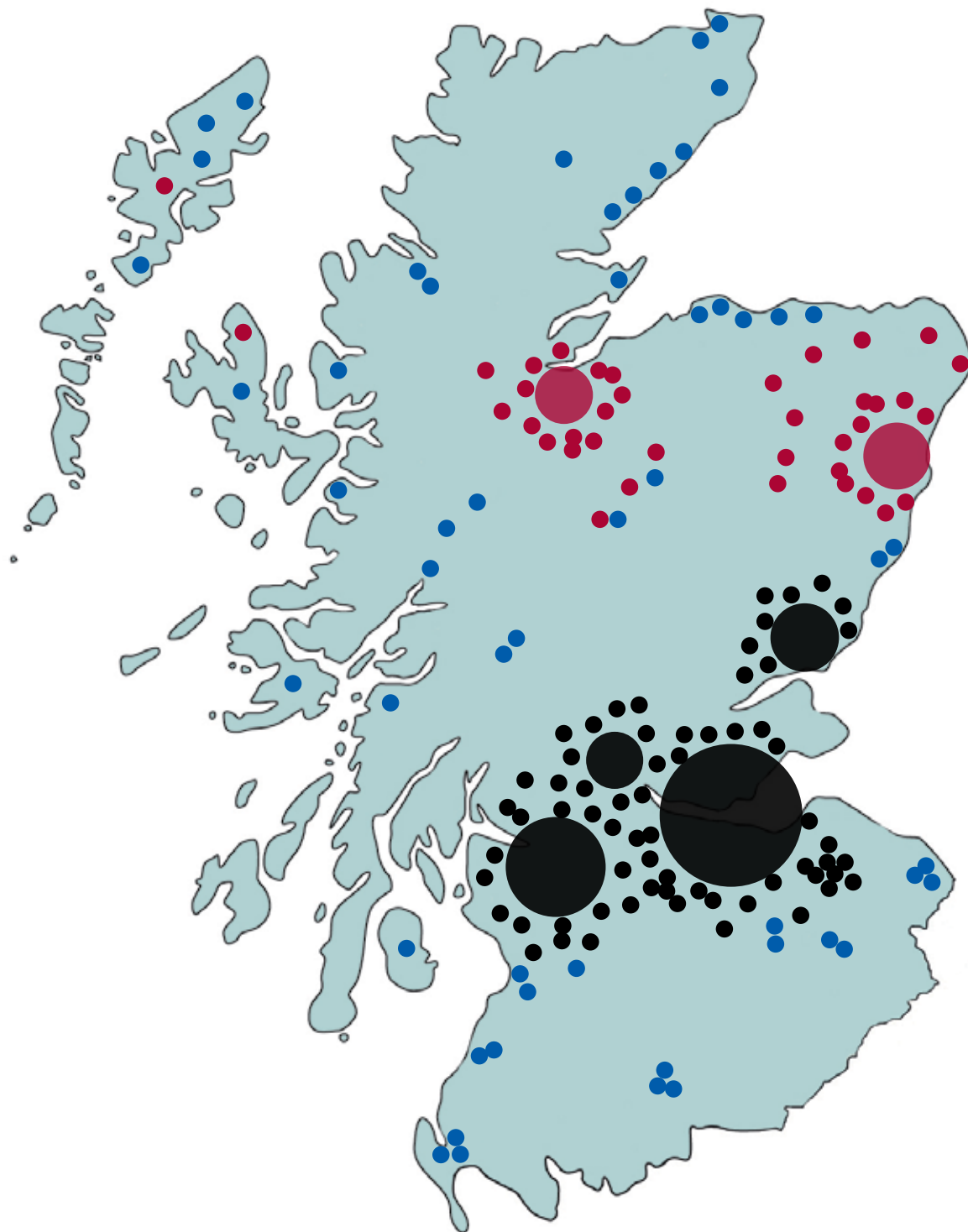
*Through his writing and popular television programmes Cameron McNeish is recognised as one of the UK's best known walkers and commentators. Cameron is currently President of the Backpackers Club, Vice-President of Ramblers Scotland and Patron of Mountain Aid. He was recently awarded an Honorary Fellowship of the Royal Scottish Geographical Society for his services to geography in Scotland and he lives in Newtonmore in the Scottish Highlands where he walks, or cycles, every day.*



## FACTSHEET



- Scotland's highest distributed outdoor magazine with a print circulation of 50,000 per issue.
- Scottish Walks is available in both print and digital format and is distributed quarterly, free of charge, across Scotland's major commuter cities, as well as across the country with a targeted network of bulk distributions into key locations.
- A free Digital e-edition is also available via our website (launched in tandem with our first issue)
- On average, we estimate that every copy of Scottish Walks will be read by 4 people, giving a quarterly **readership of 200,000** via the print format alone.
- Scottish Walkers are all passionate about the outdoors with an diverse audience ranging from the beginner right through to the experienced walker.
- Authoritive and passionate editorial from a wealth of experienced outdoor people spearheaded by Cameron McNeish.
- Unique quality coverage of walking in Scotland offering compelling seasonal content that will have them coming back issue after issue.
- A diverse range of walking content to appeal to every level. Every issue will feature:
  - Easy and more difficult walks
  - A focus on a popular walking area in Scotland



### Unique, targeted distribution network

Our Distribution has been specifically designed for 3 specific, tailor-fitting layers to provide maximum availability for Scottish walkers and market saturation for advertisers.

1. **Bulk drops** - 30k copies will be available FREE throughout Scotland, including major cities such as Glasgow, Edinburgh, Dundee and Stirling - targeting over 500 outlets such as camping and outdoor shops, army & navy stores, specialist retailers, climbing centres, providers of outdoor activities as well as hotspots such as leisure centres, gyms, selected cafes and public venues.

2. **Hand to Hand** - 10k copies will be given away FREE with The Herald's North Edition newspaper targeting the Highlands and Grampian.

3. **Specifically targeted** - 10k copies will be distributed FREE to various scottish walkers favourite clubs, hotels, bunkhouses, etc.



## ADVERT SPECIFICATIONS

### Full page

Bleed: 271 (H) x 216mm (W)  
Trim: 265mm (H) x 210mm (W)  
Type Area: 245mm (H) x 191mm (W)

### DPS

Bleed: 271mm (H) x 426mm (W)  
Trim: 265mm (H) x 420mm (W)  
Type Area: 245mm (H) x 401mm (W)

### Half-page horizontal

Bleed: 137mm (H) x 216mm (W)  
Trim: 131mm (H) x 210mm (W)  
Type Area: 121mm (H) x 191mm (W)

### Half-page DPS horizontal

Bleed: 137mm (H) x 426mm (W)  
Trim: 131mm (H) x 420mm (W)  
Type Area: 121mm (H) x 401mm (W)

### Half-page vertical

Bleed: 271mm (H) x 109mm (W)  
Trim: 265mm (H) x 103mm (W)  
Type Area: 245mm (H) x 94mm (W)

### Third-page vertical

Bleed: 271mm (H) x 74mm (W)  
Trim: 265mm (H) x 68mm (W)  
Type Area: 245mm (H) x 61mm (W)

### Third-page DPS horizontal

Bleed: 92mm (H) x 426mm (W)  
Trim: 86mm (H) x 420mm (W)  
Type Area: 79mm (H) x 401mm (W)

### Quarter-page horizontal strip

Bleed: 69mm (H) x 216mm (W)  
Trim: 63mm (H) x 210mm (W)  
Type Area: 58mm (H) x 191mm (W)

### Quarter-page DPS horizontal strip

Bleed: 69mm (H) x 426mm (W)  
Trim: 63mm (H) x 420mm (W)  
Type Area: 58mm (H) x 401mm (W)

### Quarter-page vertical strip

Bleed: 271mm (H) x 56mm (W)  
Trim: 265mm (H) x 50mm (W)  
Type Area: 245mm x 45mm (W)

### Quarter-page box

Type Area: 121mm (H) x 94mm (W)

### Eighth-page box

Type Area: 58mm (H) x 94mm (W)

### Classified

Type Area: 50mm (H) x 60mm (W)



## RATES

<b>Double Page Spread</b>	£5500
<b>Full page</b>	£2995
<b>Half-page DPS</b>	£3300
<b>Half-page</b>	£1650
<b>Third-page DPS</b>	£2500
<b>Third-page</b>	£1200
<b>Quarter-page DPS strip</b>	£1750
<b>Quarter page</b>	£850
<b>Eighth-page</b>	£450
<b>Classified</b>	£100
<b>Back Cover</b>	£3500
<b>Inside front</b>	£3300
<b>Inside back</b>	£3100
<b>Inside front-cover DPS</b>	£6000

### Series discounts

5% if booking two issues  
10% if booking three issues  
15% if booking four issues

Agency commission – 10%

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