



# Media PACK 2008

## DISPLAY ADVERTISING RATES

### ENTERTAINMENT MADE EASY

Advertising space is available in the following sections:

Features, Around Town, Books, Clubs, Comedy, Film, Gay, Kids, Music, Theatre, Visual Art, Eat & Drink, Shop, Travel, Play

#### + CLASSIFIED

Classified advertising rates available online: [www.list.co.uk/media](http://www.list.co.uk/media)

### READERS

The List reaches over 50,000 young, affluent, culturally aware and socially active Scots every fortnight. To find out more about our readers refer to our 'Readership Profile' available at [www.list.co.uk/media](http://www.list.co.uk/media)

### CIRCULATION

Widely available to buy across central Scotland, The List magazine has an average print run of 18,000 copies and has an established loyal readership. The List is an ABC audited title.

### DISPLAY ADVERTISING RATES

		FULL COLOUR	
DOUBLE PAGE SPREAD		£1650	
OUTSIDE BACK COVER		£1540	
INSIDE FRONT COVER		£1230	
INSIDE BACK COVER		£1000	
FIRST RIGHT HAND		£1100	
		MONO	COLOUR
FULL PAGE	SITE GUARANTEE*	£720	£1000
FULL PAGE		£660	£930
HALF PAGE	SITE GUARANTEE*	£460	£660
HALF PAGE		£420	£600
QUARTER PAGE	SITE GUARANTEE*	£280	£400
QUARTER PAGE		£255	£365
EIGHTH PAGE		£150	£220

LOOSE INSERTS £50 PER THOUSAND

Print run may fluctuate by up to 10%. Bulky inserts may require bagging at an additional fee.

\* Site Guarantee rates apply to guaranteed right hand positions.

### PUBLICATION DATES

Published fortnightly with weekly issues in August.

ISSUE	DATE
593	04/01/08
594	16/01/08
595	30/01/08
596	13/02/08
597	27/02/08
598	12/03/08
599	26/03/08
600	09/04/08
601	23/04/08
602	07/05/08
603	21/05/08
604	04/06/08
605	18/06/08
606	02/07/08
607	16/07/08
608	30/07/08
609	06/08/08
610	13/08/08
611	20/08/08
612	03/09/08
613	17/09/08
614	01/10/08
615	15/10/08
616	29/10/08
617	12/11/08
618	26/11/08
619	10/12/08

### CONTACT

The List Ltd  
Advertising Dept  
14 High Street  
Edinburgh  
EH1 1TE  
T: 0131 550 3060  
F: 0131 557 8500  
email: [ads@list.co.uk](mailto:ads@list.co.uk)

#### ALSO AT:

The List Ltd  
CCA, 350 Sauchiehall Street  
Glasgow  
G2 3JD  
T: 0141 332 9929  
F: 0141 353 2803

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

SEE OVER FOR DISPLAY COPY DETAILS >>>




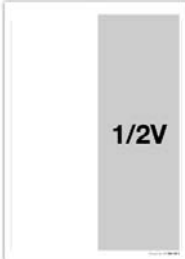



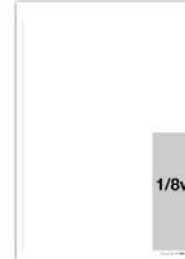

0131 550 3060  
[www.list.co.uk](http://www.list.co.uk)

SCOTLAND'S BEST-SELLING  
ENTERTAINMENT & LIFESTYLE MAGAZINE

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## DISPLAY COPY DETAILS

### DIMENSIONS (A4 SIZE PAGES)

FULL PAGE	1/2 VERTICAL	1/2 HORIZONTAL	1/4 REGULAR	1/4 HORIZONTAL	1/8 VERTICAL	1/8 HORIZONTAL
						
Bleed: 305 x 218 Trim: 297 x 210 Type: 271 x 189 (mm)	271 x 93 (mm)	134 x 189 (mm)	134 x 93 (mm)	65 x 189 (mm)	134 x 44 (mm)	65 x 93 (mm)

ALL SIZES ARE HEIGHT X WIDTH

### COPY DEADLINES

**Finished artwork:** Wed 12noon (7 days prior to publication)  
**Rough copy:** Mon 12noon (9 days prior to publication)

### SUBMITTING COPY

Large files should be submitted on disc or CD to:

The List Ltd  
Advertising Dept  
14 High Street  
Edinburgh  
EH1 1TE

Copy can be emailed to: [ads@list.co.uk](mailto:ads@list.co.uk)

URN: Please reference all copy with:  
issue number/client name/advert size

example: 566/Queens Hall/QR

### TERMS & CONDITIONS

- VAT will be added to rates at 17.5%
- Payment is required in advance of publication
- Cancellations only accepted up to 9 days prior to publication
- *The List* does not accept liability for any loss incurred by error or omission of any advertisement.

### CONTACT US

*The List*, Advertising Sales Team  
Edinburgh: 0131 550 3060  
Glasgow: 0141 332 9929  
[ads@list.co.uk](mailto:ads@list.co.uk)  
[www.list.co.uk](http://www.list.co.uk)

### COPY REQUIREMENTS

#### Delivery

Copy for advertisements can be supplied on CD or DVD or emailed to [ads@list.co.uk](mailto:ads@list.co.uk)

#### File Format

**Acrobat PDF:** PDFs should be Press Optimised or better. Distiller job options should include:

**Compatibility:** Acrobat 4.0 or lowest possible.

**Resolution:** 2400 dpi.

**Images:** Bicubic Downsampling at 300dpi ZIP 8-bit.

**Monochrome:** bitmap 1200dpi.

**Compression:** CCITT 4. Compress Text and Line Art.

All fonts embedded.

All images CMYK prior to distilling.

6mm bleed all round if a full page and applicable.

**Please note that The List Ltd cannot amend PDF files once supplied.**

We will accept the following if the above PDF cannot be generated or ongoing text or design amendments are required (highest version):

- **QuarkXPress (6.5) or In-Design (CS2):** For all open file formats fonts and pictures should be supplied complete
- **Adobe Illustrator (CS2):** EPS file. Outline all fonts.
- **Adobe Photoshop (CS2) or other bitmap based image format:** TIFF, EPS, High Quality JPEG.

All bitmap files used in the above should be 300dpi minimum resolution for 100% scale use.

#### Colour proofs

A cromalin, laser or digital proof or colour printout must be supplied if a colour match is required.

**SEE OVER FOR DISPLAY ADVERTISING RATES >>>**