

GET FRESH!

USE THE PULLING POWER OF THE LIST STUDENT GUIDE 2011/12



New edition out September 2011

BOOK YOUR ADVERT NOW FOR OUR 2011/12 EDITION: CALL 0131 550 3060

Advertise in the 2011/12 edition of the Student Guide and let us do the business for you

30,000 copies

given FREE to new students in Glasgow, Edinburgh, Dundee, St Andrews & Stirling

WHY ADVERTISE?

- **It's a huge market:** 300,000 students were enrolled in a college or university in Scotland in 2010/11.
- **They have money to spend:** Students have an average annual expenditure of £6,339 and 50% of students have a credit card.
- **They want to know how to spend it:** In the last year, Scottish students have spent a staggering £720 million on going out, alcohol, entertainment, clothes, mobile phones, computers and CDs/music/DVDs. The List Student Guide helps them find the best places to eat, drink, dance, shop and play.
- **The List Student Guide** tells them everything they need to know about getting the most out of Scotland's leading cultural cities, Edinburgh and Glasgow. 50% of students have a keen interest in the arts.
- **Say hello to your new best customers:** 87% of students who obtain their degree in Scotland remain here to work, train or study further.
- **Make an immediate impact:** Extensive distribution at freshers' fairs, directly into the hands of students. Almost all students said they spent more in their first year because they socialised more.
- **Long term benefit:** Be part of the entertainment bible for a year.

VOUCHERS

Vouchers are a really effective part of the marketing mix. Every advertiser receives **two free** vouchers and the opportunity to upgrade.

ONLINE

www.list.co.uk

The List website receives over **750,000** unique visits per month, generating nearly 2 million page impressions per month and is growing quickly. Web advertising is widely available, please contact our sales dept on **0131 550 3064** or email digitalsales@list.co.uk

COPY & PAYMENT

Deadline: Friday 19 August 2011

For copy specifications please contact our sales dept on **0131 550 3060** or refer to the 'display copy spec 11' sheet in the 'advertising' section on www.list.co.uk. Payment is required in full in advance of publication unless credit facilities have been agreed.



What our advertisers say...




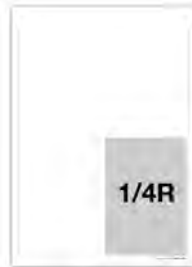


'The List Student Guide is an ideal way to reach new customers...and we all know students can shop! St James Shopping had a great response from the Student Guide both from retailers and shoppers...and our £1k giveaway competition saw more entries than we ever expected! The List have a great reputation and have never let me down!'
Kat Mulligan, St James Centre, Edinburgh

'Advertising in the Student Guide gave us a really good response. People that wouldn't usually come to us walked past another bar to get here!'
Barry Mayers, Lansdowne Bar & Kitchen, Glasgow

'Having advertised with The List Student Guide for numerous years we feel it is an ideal medium to communicate with the student populous across the central belt in Scotland!'
DF Concerts

'We placed buy one get one free coupons in The List Student Guide on smoothies at our Hula Juice Bars. This was the only piece of traditional advertising we placed in our first year of trading and I'm glad we chose The List as the response was superb.'
Susan Doherty, Hula Juice Bars, Edinburgh

ADVERTISING RATES (A4, full colour)

FULL PAGE	1/2 VERTICAL	1/2 HORIZONTAL	1/4 REGULAR	1/4 HORIZONTAL	1/8 VERTICAL	1/8 HORIZONTAL
						
Bleed: 305 x 218 (mm) Trim: 297 x 210 (mm) 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)
£1,500	£850	£850	£475	£475	£300	£300

The above rates are exclusive of VAT which will be added at 20%. Cover sites are strictly subject to availability and premium rates apply.

Booking Form STUDENT GUIDE 2011/12

Company Name

Address

..... Postcode

Contact Name

Telephone Fax

PAYMENT DEADLINE: FRI 19 AUG 2011

I enclose a cheque for £ payable to The List Ltd.

Alternatively you may pay by Maestro, Visa or MasterCard
 Please debit my **MAESTRO / VISA / MASTERCARD** (please circle to indicate which type of card)

Number

Security No: Valid from: Expiry:

Cardholders name

All bookings are subject to The List's standard terms and conditions (see www.list.co.uk/advertising)

X Signature Date

Advert size (specify)	
Orientation	regular <input type="checkbox"/> horizontal <input type="checkbox"/> vertical <input type="checkbox"/>
Rate	£
Voucher upgrade	to 4 vouchers - £150 <input type="checkbox"/> to half page - £300 <input type="checkbox"/> to full page - £600 <input type="checkbox"/> £
Subtotal	£
VAT (20%)	£
Total	£

Please return signed form to: **The List Ltd, 14 High Street, Edinburgh EH1 1TE Fax: 0131 557 8500 or c/o CCA, 350 Sauchiehall Street, Glasgow G2 3JD**

Contacts:

Edinburgh:
Tel: 0131 550 3060

Glasgow:
Tel: 0141 332 9929

Email:
ads@list.co.uk

Web:
www.list.co.uk

The List Student Guide 2011/12 Discount Vouchers

Discount Vouchers are the best way to increase your response

- full colour
- double-sided
- up to 20 words to outline your offer
- in-house design by *The List*
- full colour logo branding

EVERY ADVERTISER RECEIVES TWO FREE VOUCHERS PLUS THE CHANCE TO INCREASE IMPACT WITH AN UPGRADE

- | | |
|-------------------------------------|------|
| • Upgrade to 4 vouchers | £150 |
| • Upgrade to half page of vouchers* | £300 |
| • Upgrade to full page of vouchers* | £600 |

* You may choose the size of the vouchers - more small vouchers or fewer big ones.

Vouchers may also appear online reaching hundreds of thousands of students

FRONT

YOUR LOGO +
UP TO 20 WORDS HERE

BACK

Your address, telephone
number here

Terms and conditions here

SUGGESTED DISCOUNT OFFERS

- Buy one, get one free
- 2 for 1
- Save £££s
- Treat a friend for FREE
- 1/2 price offers

**The better the offer,
the better the response**

For more info, please
call 0131 550 3060
or email ads@list.co.uk

TEXT for Front

.....

.....

Address

Telephone Web

Offer valid until

Special Terms & Conditions

.....

Standard Terms & Conditions: Offer subject to availability. Only original vouchers accepted. Management reserve rights.

Signed Name Date