



MEDIA PACK 2012

DISPLAY ADVERTISING RATES

ENTERTAINMENT MADE EASY

Advertising space is available in the following sections:

FEATURES, AROUND TOWN, BOOKS, CLUBS, COMEDY, FILM, LGBT, KIDS, MUSIC, THEATRE, VISUAL ART, EAT & DRINK, SHOP, TRAVEL, PLAY

+ CLASSIFIED

Classified advertising rates available online: www.list.co.uk/advertising

READERS

The List reaches over 66,500 young, affluent, culturally aware and socially active Scots every issue. To find out more about our readers refer to our 'Readership Profile' available at www.list.co.uk/advertising

CIRCULATION

Widely available to buy across central Scotland, *The List* magazine has an average print run of 20,000 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		10,000 - £500 / 20,000 - £1000	

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.

VAT will be added to rates at 20%

PUBLICATION DATES

Published four-weekly with special issues in August.

ISSUE	DATE
692	04/01/12
693	01/02/12
694	29/02/12
695	28/03/12
696	25/04/12
697	23/05/12
698	20/06/12
699	18/07/12
700	01/08/12
701	08/08/12
702	15/08/12
703	22/08/12
704	19/09/12
705	17/10/12
706	14/11/12
707	12/12/12

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

ALSO AT:

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

www.list.co.uk

SEE OVER FOR DISPLAY COPY DETAILS >>>



**SCOTLAND'S BEST-SELLING
ENTERTAINMENT & LIFESTYLE MAGAZINE**

**0131 550 3060
www.list.co.uk**

DISPLAY COPY DETAILS

DIMENSIONS (A4 SIZE PAGES)

ALL SIZES ARE HEIGHT X WIDTH

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)

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

URN: Please reference all copy with:
issue number/client name/advert size example: 685/Queens Hall/QR

TERMS & CONDITIONS

- All bookings are subject to *The List's* standard Terms and Conditions (see www.list.co.uk).
- Should advertising copy not reach *The List* in accordance with our deadline we reserve the right to fill the space at our discretion.

CONTACT US

The List Advertising Sales Team
Edinburgh: 0131 550 3060
Glasgow: 0141 332 9929
ads@list.co.uk
www.list.co.uk

COPY REQUIREMENTS

Delivery
Copy for advertisements can be supplied on CD or DVD or emailed to 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.

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