

STAND OUT FROM THE REST

ADVERTISE IN SCOTLAND'S LEADING EATING AND DRINKING GUIDE

Over 800 reviews, including over 100 new restaurants
19th annual edition out 25th April 2012



DON'T MISS OUT. BOOK YOUR ADVERT NOW!



30,000 COPIES, 150,000 READERS
PLUS AN ADDITIONAL 800,000 PEOPLE A MONTH ON LIST.CO.UK

92% OF OUR READERS EAT OUT AT LEAST ONCE A MONTH

LIST READERS WILL SPEND OVER £456 MILLION ON DINING OUT THIS YEAR

GET A FULL YEAR OF EXPOSURE FOR YOUR RESTAURANT

REACH PEOPLE WHO ARE ACTIVELY CHOOSING WHERE TO DINE

FEATURED AT BBC GOOD FOOD SHOW AND TASTE FESTIVAL

'IT BENEFITS OUR RESTAURANT'

'Having now advertised in The List Eating and Drinking Guide for over a decade, I find it consistently reaches a clientele that benefits our restaurant. It's a one of a kind!'

Monir Mohammed, Owner, The Mother India Restaurant,
The Wee Curry Shop (Glasgow), The Mother India Cafes (Glasgow and Edinburgh)

'ALWAYS BEEN DELIGHTED'

"I have advertised in this guide each year that I have been open and have always been delighted by the response as well as the service I have received."

Gaynor Salisbury, Owner,
Loopy Lorna's Tea House (Edinburgh)

BOOK YOUR ADVERT NOW FOR OUR 2012/13 EDITION: CALL 0131 550 3060

MAKE SURE YOUR RESTAURANT GETS NOTICED

BOOK YOUR ADVERT FOR 2012/2013 NOW

PLEASE POST OR FAX BACK TO:

Head Office

The List
14 High St
Edinburgh EH1 1TE
Tel: **0131 550 3060**
Fax: 0131 557 8500

email: ads@list.co.uk

Website:

www.list.co.uk

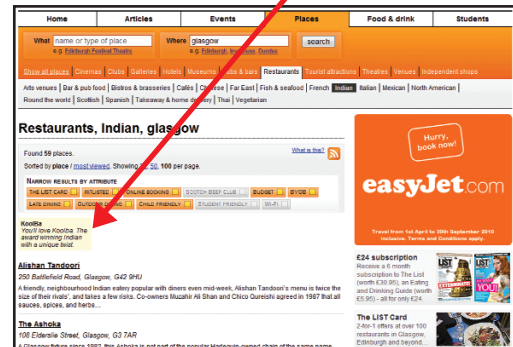
RATES & DIMENSIONS

all rates are full colour			
SIZE	ORIENTATION	DIMENSIONS (height x width)	RATE
Eighth page	Horizontal / Vertical	65mm x 93mm / 134mm x 44mm	£595
Quarter page	Portrait	134mm x 93mm	£895
Half page	Horizontal / Vertical	134mm x 189mm / 271mm x 93mm	£1395
Full page	N/A	305mm x 218mm (bleed) 297mm x 210mm (trim) 271mm x 189mm (type)	£1995

Your sponsored link here

In addition to a print advert in *The List Eating and Drinking Guide*, your restaurant will appear at the **top of the search results** as a sponsored link on List.co.uk (Scotland's largest online guide to dining out) for the type of restaurant you own. For example, if you serve Italian food, when someone searches for Italian restaurants, your sponsored link will appear at the top of the results page. It will also appear at the top in general search results (any restaurant type) for any city you specify. Additionally, you will also benefit from an enhanced general listing. These sponsored links and enhanced listings are **only** available to Eating & Drinking Guide advertisers.

*Other print and online solutions available.
Contact ads@list.co.uk or 0131 550 3060 for further details*



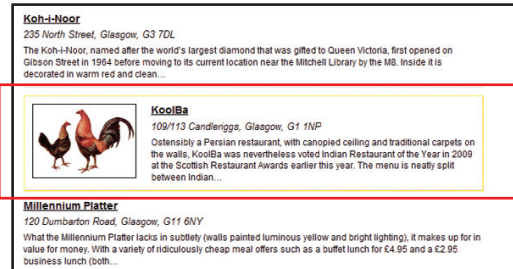
COPY Deadline Thursday 15 March 2012

The List can assist with the design of your advert at no extra charge. For copy specifications, please call our sales team on 0131 550 3060 or refer to the display copy spec sheet on www.list.co.uk in the 'advertising' section.

PAYMENT Deadline Thursday 15 March 2012

All adverts must be paid for in advance of publication unless credit facilities have been agreed. Cheques should be made payable to The List Ltd. Alternatively payment can be made by Maestro, Visa or MasterCard.

Enhanced listing here



ADVERTISING BOOKING FORM EATING & DRINKING GUIDE 2012/13

Company Name _____

Address _____

Postcode _____

Contact Name _____

Telephone () _____ Mobile () _____

Purchase Order No _____ Fax () _____

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 (Last three digits on signature strip) _____ Issue No _____ Valid from _____ Expiry _____

Cardholder's name _____

Signature _____ Date _____

Advert size (specify)	
City	
Section	
Orientation	portrait <input type="checkbox"/> horizontal <input type="checkbox"/> vertical <input type="checkbox"/>
Advert cost	£
VAT at 20%	£
Total cost	£

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.