

# The Guide to SCOTLAND'S FESTIVALS 2017

THE ESSENTIAL GUIDE TO THE WIDE RANGE OF FESTIVALS IN SCOTLAND

MUSIC BOOKS ART THEATRE FILM COMEDY  
FAMILY FOOD DRINK OUTDOOR AND MORE

Festivals will be listed in chronological order with features and panels plus map and index

*'With a small budget that we need to make go far, The List wholly helps us achieve this, with great awareness to the core demographic engaging with this quality publication.'*

LINDSAY CORR, TRACS

*'The List was instrumental in helping us establish the presence of a new festival and really helped us reach out to an audience who maybe weren't aware just how much Paisley has to offer. We've always found it valuable to advertise with The List and are always impressed with the return we get for our investment.'*

GRAEME MCLATCHIE, RENFREWSHIRE COUNCIL (THE SPREE FESTIVAL)




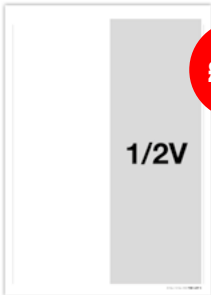

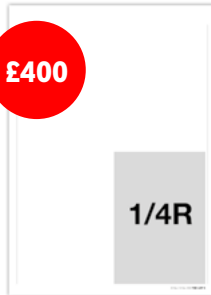
**\* SEE INSIDE**

- » Published in January 2017 and essential for the whole year
- » 80,000+ copies
- » Twelve month impact
- » Available through visitor centres, hotels and hostels across Scotland
- » Plus further distribution across the UK
- » Supported by Event Scotland and Visit Scotland

# The Guide to **2017** SCOTLAND'S FESTIVALS


## ADVERTISING RATES & DIMENSIONS

**FORMAT** A5, 210mm (high) x 148mm (wide), 80+pp, full colour

FULL PAGE	1/2 VERTICAL	1/2 HORIZONTAL	1/4 REGULAR
<b>£1,200</b>	<b>£700</b>	<b>£400</b>	<b>£400</b>
			
Bleed: 216 x 154mm Trim: 210 x 148mm Type: 204 x 142mm	182 x 62.5mm	90 x 128mm	90 x 62.5mm



- Top banner advert
- Target by specific location, date and section on **List.co.uk**
- Artwork can be animated
- Free design service provided

LEADERBOARD

<b>£12 cpm</b>
728px X 90px GIF/JPEG

## BOOKING DEADLINE

Wednesday 14 December 2016

## COPY DEADLINE

Wednesday 21 December 2016



## PACKAGES

**DAY PASS** 1/4 PAGE + 20,000 leaderboards.....**£500**

**WEEKEND** 1/2 PAGE + 30,000 leaderboards..... **£800**

**VIP** FULL PAGE + 40,000 leaderboards.....**£1,200**

## FUTURE OPPORTUNITIES TO LOOK OUT FOR

- » Fortnightly national Music Newsletter, with over 17,000 subscribers - £150
- » Monthly national film newsletter, with over 18,500 subscribers - £150
- » Weekly Newsletter Something For The Weekend, with 28,000 subscribers - £175
- » Summer Festival Special List Magazine April 2017 with 25,000 copies distributed across Central Scotland - options from as little as £250



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