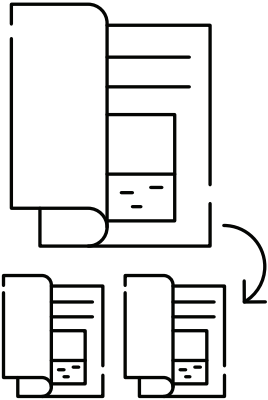


EATING & DRINKING THE LIST *Guide*

A NEW LOOK FOR THE LIST EATING & DRINKING GUIDE 2020



TWO EDITIONS: SEPARATE PRINT GUIDES FOR EDINBURGH & GLASGOW

SMALLER A5 FORMAT MAKING IT EASIER TO CARRY AROUND

FREE DISTRIBUTION MODEL WITH AN INCREASED PRINT RUN

- 20,000 COPIES IN EACH CITY
- 280,000 READERS
- CITY SPECIFIC
- 2.2M ADDITIONAL UNIQUE USERS PER MONTH ON LIST.CO.UK
- FULLY REVISED BY OUR HAND-PICKED INDEPENDENT REVIEWERS FOR 2020
- INFLUENCES LOCALS AND VISITORS WHO ARE ACTIVELY CHOOSING WHERE TO DINE
- 85% OF OUR READERS DINE OUT AT LEAST ONCE A MONTH
- 12 MONTHS OF EXPOSURE FOR YOUR RESTAURANT IN YOUR CITY
- FEATURED AT KEY FOOD AND DRINK EVENTS WITH HIGH VISIBILITY ACROSS BOTH CITIES



'Working with The List has enabled our business to reach our target audience in a way that other forms of advertising would have failed to.'

DAVID HASTINGS
OWNER
SPITAKI, GREEK
TAVERNA, EDINBURGH

'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 MOTHER INDIA CAFES, THE
WEE CURRY SHOP, EDINBURGH &
GLASGOW

BOOK BEFORE MARCH 1ST AND RECEIVE AN EARLY BOOKING DISCOUNT

EATING & DRINKING THE LIST

Guide

ADVERTISING RATES

FULL PAGE
Bleed: w154 x h216 (mm)
Type: w142 x h204 (mm)

1/2V

1/2H

1/3V

1/4H

1/4R

*premium position

TYPE	SIZE	PRICE
Full Page	148mm (w) x 210mm (h) Bleed: 154mm (w) x 216mm (h) Type: 142mm (w) x 204mm (h)	£1,395
1/2 Vertical	63mm (w) x 186mm (h)	£895
1/2 Horizontal	128mm (w) x 92mm (h)	£895
1/3 Vertical	40mm (w) x 186mm (h)	£895
1/4 Regular	63mm (w) x 92mm (h)	£595
1/4 Horizontal	128mm (w) x 45mm (h)	£595

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

COPY & PAYMENT DEADLINE:
FRIDAY 13
MARCH 2020

All bookings are subject to The List's standard Terms and Conditions (see 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. By purchasing a service from The List you are creating a contractual relationship and you agree we may process your contract information in line with our policy.

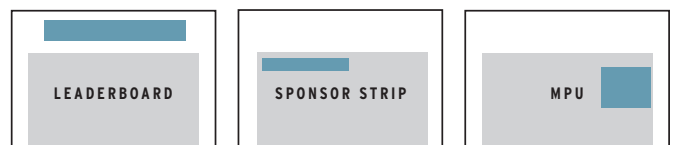
ONLINE ADVERTISING OPTIONS



- TARGET LIST.CO.UK USERS LOOKING AT FOOD AND DRINK FROM JUST £50 PER MONTH
- BE THE ONLY RESTAURANT TO APPEAR IN YOUR SECTION WITH SPONSORSHIP OPPORTUNITIES (E.G BISTROS, FRENCH, SCOTTISH)
- BESPOKE PACKAGES AVAILABLE ON DESKTOP & MOBILE PLATFORMS. DISCOUNTS AVAILABLE WHEN BOOKING WITH THE EATING & DRINKING GUIDE
- REACHING OVER 2.2 MILLION UNIQUE USERS PER MONTH, THE LIST HOSTS SCOTLAND'S LEADING ONLINE GUIDE TO FOOD & DRINK INCLUDING UP TO DATE REVIEWS FOR NEW OPENINGS AND REGIONAL LARDER CONTENT

Ask our team for section sponsorship opportunities

DIMENSIONS : ONLINE



TYPE	SIZE	FORMAT	PRICE
Leaderboard	728px(w) X 90px(h)	Gif/Jpeg	£12CPM
Sponsor Strip			£15CPM
Desktop:	620px(w) X 80px(h)	Gif/Jpeg	
Mobile:	600px(w) X 120px(h)	Gif/Jpeg	
MPU	300px(w) X 250px(h)	Gif/Jpeg	£20CPM