



ANCESTRY • HISTORY • HERITAGE • TRAVEL

Scotland

MEDIA PACK | 2023

The World's Best-Selling Magazine About Scotland



FROM THE EDITOR

Scotland magazine is the go-to guide to Scottish ancestry, history, heritage and travel. We help our readers plan their next Scottish holiday and inspire them with page-turning stories that celebrate Scotland's rich and varied history and culture, from its clans to its unique traditions.



Sally Coffey
Editor

WHO OUR READERS ARE

With over 140,000 readers every issue, *Scotland* is far and away the world's best-selling magazine about Scotland. Our readers are an affluent and discerning mix of national and international travellers with strong links to the country – most have Scottish ancestry themselves. Our readers live worldwide, with a large proportion in North America, and 75% pay to receive every issue on subscription.

The remainder of our readers buy *Scotland* on the newsstand. More than half our overseas readers travel to Scotland every year, stay in hotels, visit the major cities and tour the Highlands and islands. They regularly purchase Scottish products, such as whisky, tweed, cashmere, shortbread and salmon, and they are dreaming of their next visit even before they leave.



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Scotland

- The world's best-selling magazine about Scotland
- Circulation of over 40,000 copies per issue
- 70% of readers are paid subscribers
- Subscriber volumes have doubled in two years

"I love your magazine and read and reread each issue!"

Carol Suarez, Los Angeles, California

"What a magnificent magazine this is. I have read from cover to cover and can't wait until the next issue."

Gwen Gullick, by email

"I treated myself to *Scotland* and have been not only totally absorbed but thrilled with it."

Alex Macpherson, South Lanarkshire

CIRCULATION – 40,000+ COPIES

STATS AT A GLANCE

- 6 issues per year
- Cover price £4.95 or USD \$7.99
- Readership per issue 145,000
- Readers per year 870,000

AUDIENCE

Age • 45% 45-64, 47% 65+

• Affluent ABC1 readership

Travel • 57% plan to visit Scotland in the next 12 months

Spend • 40% spend up to £500 per annum on Scottish goods, 13% spend over £500

• 52% buy Scottish goods online at least four times a year

• Time • 53% spend more than 2 hours reading each issue

DIGITAL

- Page views 14k • Users 6k
- Instagram: 12k • Facebook: 15k
- Email subscribers 8k

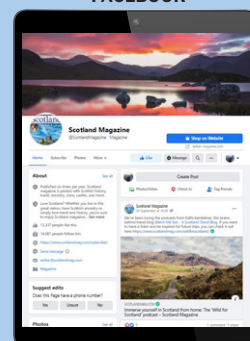
DISTRIBUTION

- Over 30,000 paid subscribers worldwide
- On sale in all good WHSmith Travel and high street stores in the UK and Barnes & Noble stores across North America
- Available in Scotland's finest hotels, guest houses and golf clubs and at specialist international events and Highland games
- Scotland is available via Readly and other digital media platforms



MAGAZINE

FACEBOOK



INSTAGRAM



SCOTLAND WEBSITE

*Scotland reaches an
international audience
through all these platforms*



CALENDAR 2023



JAN/FEB 2023

FOCUS
**WHISKY SPECIAL
SCONE PALACE**

BOOK BY
MON 28 NOV

ARTWORK
FRI 2 DEC

ON SALE
16 Dec (UK)/24 Jan (US)

MAR/APR 2023

FOCUS
**SCOTTISH MAKERS
ISLE OF MULL**

BOOK BY
MON 16 JAN

ARTWORK
FRI 20 JAN

ON SALE
Feb (UK)/Mar (US)

MAY/JUNE 2023

FOCUS
**HIGHLAND GAMES
BAGPIPES**

BOOK BY
MON 13 MAR

ARTWORK
FRI 17 MAR

ON SALE
April (UK)/May (US)

JULY/AUG 2023

FOCUS
**TARTAN
& TWEED**

BOOK BY
MON 08 MAY

ARTWORK
FRI 12 MAY

ON SALE
June (UK)/July (US)

SEP/OCT 2023

FOCUS
**SHORTBREAD
CASTLES**

BOOK BY
MON 03 JULY

ARTWORK
FRI 07 JULY

ON SALE
Aug (UK)/Sep (US)

NOV/DEC 2023

FOCUS
**FORT WILLIAM &
GLEN COE**

BOOK BY
MON 28 AUG

ARTWORK
FRI 01 SEP

ON SALE
Oct (UK)/Nov (US)

RATE CARD

MAGAZINE DISPLAY

INSIDE FRONT COVER	£2,650
OUTSIDE BACK COVER	£2,915
INSIDE BACK COVER	£2,385
DOUBLE PAGE SPREAD ADVERTORIAL	£3,710
FULL PAGE ADVERTORIAL	£2,173
DOUBLE PAGE	£3,180
FULL PAGE	£1,855
HALF PAGE	£1,113
QUARTER PAGE	£668
INSERTS (PER THOUSAND)	POA

MAGAZINE CLASSIFIED

5 x 1	£212
2.5 x 1	£106

ONLINE

RATE PER MONTH

LEADERBOARD	728 X 90 PIXELS	£750
BILLBOARD		£750
MPU	300 X 25 PIXELS	£550
DOUBLE MPU		£750
ADVERTORIAL		£750
COMPETITION		£500 + PRIZE
SOCIAL MEDIA POSTS		£300

E-NEWSLETTER

RATE PER MONTH

BUTTON	72 X 220 PIXELS	£400
MPU	300 X 250 PIXELS	£450

SOLUS EMAIL

CHARGED AT £100 PER 1,000

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