



Scottish Field[®]

MEDIA PACK AND DEADLINES

.....
COUNTRY NEWS INTERIORS GARDENS FOOD & DRINK PROPERTY ANTIQUES FASHION TRAVEL

Editor's introduction



ABOUT SCOTTISH FIELD

"Scottish Field readers are a diverse group of people coming from all points of the Scottish compass, from the big cities to the remote areas of the Scottish Highlands and everywhere in between. Yet each shares something in common: a high social profile, good levels of net income and a love for the very best that Scotland can offer.

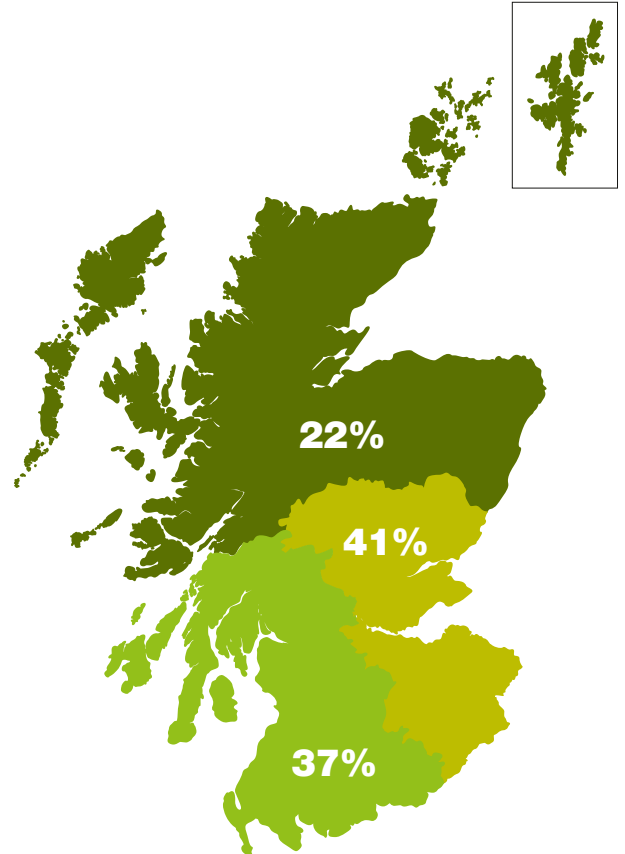
Our magazine has enjoyed a proud heritage spanning 106 years and continues to deliver the very best editorial on a variety of key subjects including country news, interiors, gardens, food and drink, property, antiques, travel, fashion, whisky and heritage.

And it is this blend of up-to-date lifestyle editorial coupled with a strong sense of heritage which makes Scottish Field so irresistible to a growing number of readers. Readers who aren't afraid to work hard and play hard in order to get the very best from Scotland.

SO WHY CHOOSE US?

Scottish Field provides a tightly targeted, high quality environment for your advertising and delivers an affluent and exciting audience of readers who are difficult to reach through other media."

Archie Mackenzie, Editor



CIRCULATION: 13,610*
READERSHIP: 101,245**
FREQUENCY: MONTHLY
COVERPRICE: £3.50
DISTRIBUTION: PAN SCOTTISH

"Scottish Field is one of very few Scottish magazines that are ABC audited. Many titles claim substantial circulations, however without official ABC figures, such claims should not be accepted or recognised as authentic. ABC is the industry recognised independent auditor of print media. To verify our current circulation figure please visit www.abc.org.uk"

WWW.SCOTTISHFIELD.CO.UK

CRAIGCROOK CASTLE, CRAIGCROOK ROAD, EDINBURGH EH4 3PE

TEL: 0131 312 4550 FAX: 0131 312 4551 EMAIL: PRODUCTION@SPECIALPUBLICATIONS.CO.UK

*ABC JAN-2009 TO DEC-2009

**WMRS 2007

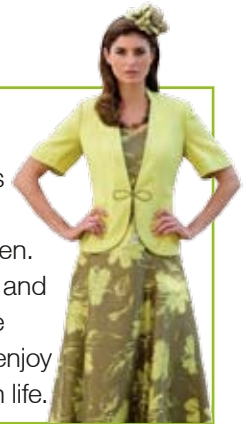


Readership & circulation



95% of Scottish Field readers are aged 35 plus with a 54/46% female/male split. Nearly **75%** of readers enjoy an income in excess of the national average and **60%** of them own two or more cars in their household.

Over two thirds of them live in detached homes and **92%** of them have children. They are mature and financially secure individuals who enjoy the finer things in life.



Gardening is an important subject with **50%** of our readers visiting garden centres six or more times last year and one in three readers visiting every month.



70% of readers buy arts and antiques and **96%** rate our arts and antiques coverage as being good or excellent.

When it comes to holidays Scottish Field readers know a good thing when they see it, which is why **97%** regularly holiday in Scotland either on a short break basis or as a main holiday. **81%** take two or more holidays a year.

49% have gone a stage further and either own or are actively seeking a second home.



WWW.SCOTTISHFIELD.CO.UK

CRAIGCROOK CASTLE, CRAIGCROOK ROAD, EDINBURGH EH4 3PE

TEL: 0131 312 4550 FAX: 0131 312 4551 EMAIL: PRODUCTION@SPECIALPUBLICATIONS.CO.UK

*ABC JAN-2009 TO DEC-2009
**WMRS 2007



Readership & circulation



90% of our readers have purchased luxury items in the last year with an average spend of £1088 per item, Jewellery and particularly watches appear high on their shopping list with key brands including Cartier, Rolex, Seiko and Tag Heuer.



When it comes to eating and drinking, our readers are extremely active with over **73%** of them regularly enjoying fine dining and eating out. **70%** of readers also regularly visit farm shops and farmers' markets.



81% of our readers read Scottish Field every month and nearly **84%** agree with the statement that 'it's a useful source of information on products and services'. They are a loyal audience who trust the magazine to influence them in their buying decisions.

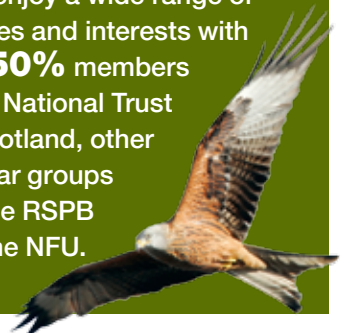


60% of readers own two or more cars, popular makes include, Landrover, Audi, BMW, Honda, Volkswagen and Jaguar. **10%** of our readers have test driven a car after seeing it in Scottish Field.



Our readers are also able to appreciate a fine vintage with over **90%** of them regular wine consumers. A further **70%** enjoy whisky on a regular basis. Favourite malts include Highland Park, Laphroaig, Balvenie, Lagavulin and Talisker.

They enjoy a wide range of hobbies and interests with over **50%** members of the National Trust for Scotland, other popular groups include RSPB and the NFU.



WWW.SCOTTISHFIELD.CO.UK

CRAIGCROOK CASTLE, CRAIGCROOK ROAD, EDINBURGH EH4 3PE

TEL: 0131 312 4550 FAX: 0131 312 4551 EMAIL: PRODUCTION@SPECIALPUBLICATIONS.CO.UK

*ABC JAN-2009 TO DEC-2009
**WMRS 2007



Advertisers & client testimonials



"I would like to let you know how delighted I am with the amount of business being generated directly from advertising in Scottish Field. Last year 18% of business came through this publication and I find the advertising to be very cost effective. Thank you for your helpful advice and professional approach to my advertising needs." **Ian Merriman, Hand painted Kitchens & Furniture**

"We are very happy with the feedback we've had from our adverts. The great thing about Scottish Field is that it has a very high profile and is around coffee tables for years. I would also like to thank Scottish Field for being so easy to work with and being so helpful." **McEwens of Perth**

"Scottish Field has been paramount in Martins of Glasgow becoming known, not only within Scotland, but as far a field as Australia. Keep up the good work and looking forward to another successful year with help from Scottish Field." **Martins of Glasgow**

"A big thank you for the inclusion into the gift guide. Our customers went crazy. So much so the producer is finding it difficult to keep up with the demand! I didn't realise just how many people read Scottish Field and many of our customers name drop the magazine!" **The Beaulay Gallery**

"Scottish Field is a wonderful ambassador for Mandarinina Shoes and has helped establish us as one of the leading shoe brands in the North. Our classic shoes and boots, hand made from unique fabrics are top quality, stylish and original – very much like the readers of Scottish Field! Beautifully produced, entertaining and informative, Scottish Field is read by a wide but discerning clientele, many of whom we are now proud to have as Mandarinina customers." **Mandarinina Shoes**

"Thanks to Scottish Field for all our wonderful adverts and editorial, the feedback from our customers country-wide is always positive and 90% of the time we sell paintings from the image used in Scottish Field. It is always a pleasure to deal with the team." **Kranenburg Fine Art**

"We have recently completed a year's advertising with Scottish Field Magazine and have been delighted with the results. Our advertisement has brought in business from all parts of Scotland and even an enquiry from New York." **Roy Sim Antiques**

CLIENTS WHO ADVERTISE WITH US

Annual feature promotions 2010



JANUARY



Health, Wealth and Happiness, Creative Living Spaces

FEBRUARY



Wedding Feature, Home Improvements, Independent Schools, Creative Bathrooms

MARCH



Mother's Day, Meet the Designers, Creative Kitchen

APRIL



Shoes, Spring into Health, Spring Interiors, Days out, New Homes

MAY



Outdoor Living, Gardening, Rural Special, The Beauty of Wood

JUNE



Country Interiors, Garden Machinery, Father's Day, Whisky, Creative Bathrooms

JULY



Made in Scotland, Cookware and Kitchens, How to Improve the Value of Your Home, Great Days out, Summer Food & Drink, Great Western Road

AUGUST



Home Heating, The Book Issue, Drive Around Scotland, Grampian Gallery Trail

SEPTEMBER



Home Renovations, Autumn Breaks, Food champions, City Chic, Creative Bedrooms, Forged Finery

OCTOBER



Shoes, Outdoor Clothing, Contemporary Interiors, Independent Schools, New Homes

NOVEMBER



Party Season Preparation, Renewable Energy, Unique Shopping Experiences

DECEMBER



Festive Food & Drink, Gift Guide, Gift of Giving (Charities), Whisky Supplement

Any other ideas? We are happy to talk with you about bespoke campaigns to help you deliver your message to our target audience. Just because we haven't thought of it, doesn't mean it can't be done. For more information please call the sales team on 0131 312 4550 or email adverts@scottishfield.co.uk

WWW.SCOTTISHFIELD.CO.UK

CRAIGCROOK CASTLE, CRAIGCROOK ROAD, EDINBURGH EH4 3PE

TEL: 0131 312 4550 FAX: 0131 312 4551 EMAIL: PRODUCTION@SPECIALPUBLICATIONS.CO.UK

*ABC JAN-2009 TO DEC-2009

**WMRS 2007



Booking deadlines 2010



JANUARY

BOOKING BY:

20 November 09

FINAL COPY BY:

20 November 09

ON SALE DATE:

09 December

FEBRUARY

BOOKING BY:

18 December 09

FINAL COPY BY:

18 December 09

ON SALE DATE:

15 January 10

MARCH

BOOKING BY:

22 January 10

FINAL COPY BY:

22 January 10

ON SALE DATE:

10 February 10

APRIL

BOOKING BY:

19 February 10

FINAL COPY BY:

19 February 10

ON SALE DATE:

10 March 10

MAY

BOOKING BY:

19 March 10

FINAL COPY BY:

19 March 10

ON SALE DATE:

07 April 10

JUNE

BOOKING BY:

23 April 10

FINAL COPY BY:

23 April 10

ON SALE DATE:

12 May 10

JULY

BOOKING BY:

21 May 10

FINAL COPY BY:

21 May 10

ON SALE DATE:

09 June 10

AUGUST

BOOKING BY:

18 June 10

FINAL COPY BY:

18 June 10

ON SALE DATE:

07 July 10

SEPTEMBER

BOOKING BY:

23 July 10

FINAL COPY BY:

23 July 10

ON SALE DATE:

11 August 10

OCTOBER

BOOKING BY:

20 August 10

FINAL COPY BY:

20 August 10

ON SALE DATE:

08 September 10

NOVEMBER

BOOKING BY:

17 September 10

FINAL COPY BY:

17 September 10

ON SALE DATE:

06 October 10

DECEMBER

BOOKING BY:

22 October 10

FINAL COPY BY:

22 October 10

ON SALE DATE:

10 November 10

Cancellation terms and conditions Cancellations or postponements of orders must be notified in writing and cannot be accepted later than 30 days prior to the scheduled publication date. Cancellations not in accordance with these terms will be subject to payment of the full cost of the advert. Advertisements that are part of an agreed discounted campaign or series and have appeared prior to cancellation will be re-charged at full rate.

WWW.SCOTTISHFIELD.CO.UK

CRAIGCROOK CASTLE, CRAIGCROOK ROAD, EDINBURGH EH4 3PE

TEL: 0131 312 4550 FAX: 0131 312 4551 EMAIL: PRODUCTION@SPECIALPUBLICATIONS.CO.UK

*ABC JAN-2009 TO DEC-2009
**WMRS 2007



Advertising mechanical details



TECHNICAL SPECIFICATIONS

Adverts should be saved to CD or sent to the address details below. If sending on CD, please ensure that they have a laser proof included. You can also supply adverts via www.adfast.co.uk.

Adverts should be supplied as PDFX-1a compliant PDFs. Alternatively, files should be saved in Adobe InDesign CS2, Adobe Photoshop CS2, Adobe Illustrator CS2 (with fonts supplied). Files that we can accept are for **PC only**. Formats such as CorelDraw, Word, MS Publisher, etc are **unacceptable**, as are images taken from the internet.

All files should be converted to CMYK at 300 dpi. We cannot be held responsible for any colour shift in conversion from RGB. Scottish Field will not be held responsible for any errors due to the set up of files supplied. DPS adverts should be supplied as two single page PDFs. If supplied as a single document there will be a fee passed on from our printer.

Scottish Field only accepts transparencies, photographs, artwork, etc on the strict understanding that it incurs no liability for its safe custody or return. We shall not be liable for any loss or damage occasioned by any edition in which any advertisement is scheduled to appear.

Cancellations or postponements of orders must be notified in writing and cannot be accepted later than 30 days prior to the scheduled publication date. Cancellations not in accordance with these terms will be subject to payment of the full cost of the advert. Advertisements that are part of an agreed discounted campaign or series and have appeared prior to cancellation will be re-charged at full rate.

Assistance and advice is available from our production department on 0131 312 4550. For more information on producing PDFX-1A compliant PDFs, please visit www.pass4press.com

SIZES (height x width)

01 DPS trim

297 x 420mm

DPS bleed

303 x 432mm

DPS text area

267 x 400mm (allow for 20mm gutter in spine)

Full page trim

297 x 210mm

02 Full page bleed

303 x 216mm

03 Full page type area

267 x 190mm

04 Half page portrait

267 x 92mm

05 Half page landscape

130 x 190mm

06 Quarter page portrait

130 x 92mm

07 Quarter page landscape

64 x 190mm

08 Eighth page

64 x 92mm

09 Ninth page

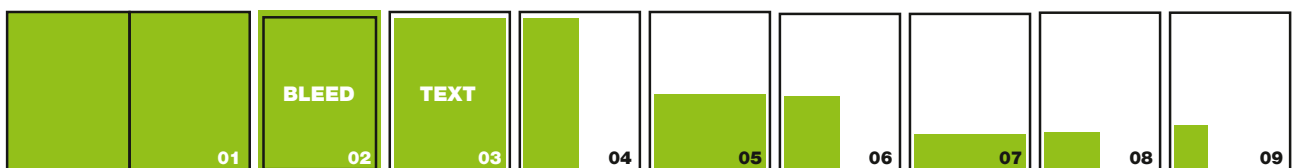
85 x 60mm

Column width

44.5mm

Gutter

3mm



WWW.SCOTTISHFIELD.CO.UK

CRAIGCROOK CASTLE, CRAIGCROOK ROAD, EDINBURGH EH4 3PE

TEL: 0131 312 4550 FAX: 0131 312 4551 EMAIL: PRODUCTION@SPECIALPUBLICATIONS.CO.UK

*ABC JAN-2009 TO DEC-2009
**WMRS 2007

