

- Targeting Your Market
- Circulation Data
- Artwork Specifications
- Home
- Editorial Calendar
- Advertising Rates
- Contact Details

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Scottish Local Retailer is Scotland's only monthly magazine aimed exclusively at Scotland's independent, convenience retailing sector. The magazine is recognised as the voice of the country's vibrant small shop sector, a sector that continues to prosper in spite of the tough economic times and consolidation of recent years.

SLR's approach has always been a practical advice and help-led one, with a single, all encompassing and very simple aim: to help our readers make more money.

Case studies, project work, expert columns, campaigning and more - over the years, SLR has demonstrated itself to be innovative and proactive in challenging convention, breaking new ground and seeking out new opportunities on behalf of its readers.

The Scottish independent sector requires a different approach: it remains proportionately larger than that of England and Wales, and due to the peculiarities of the Scottish market - geographic, social and economic - the Scottish trade press remains the most

effective way of communicating with the local retailing trade in Scotland.

Scotland Is Different:

- Different Parliament
- Different legal system
- Different education system
- Unique demographic breakdown
- Unique heritage and sense of identity

As a member of PPA Scotland, the publishing sector's official trade body, and with an ABC-audited circulation of 8,050 copies, SLR is the best way of getting your message across to Scotland's local retailers every month.

SLR Awards

SLR's annual awards ceremony, now in its 5th year, has become a highlight of the trade's calendar and is always a rewarding process, culminating in a star-studded, entertaining and enjoyable Gala Dinner where the cream of the Scottish local retailing trade is celebrated, and best practice is shared

across the sector.

Project Work

SLR is now equally renowned for its innovative off-page project work, carried out with a number of industry-leading partners in many categories and fields, all with a single aim: to add value to our readers' businesses and to demonstrate first-hand the impact that best practice can have on the bottom line.

Award Winning

- Scottish Business & Professional Magazine of the Year 2003*
- Editor Antony Begley named Business & Professional Editor of the Year 2007*

*Scottish Magazine Awards, PPA Scotland.



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Red = Supplement

Gold = Off-Trade

January

Gum & Mints
Healthy Eating
Bread & Baked Goods
Spreads
In-Store Technology

Tobacco

Spirits & Liqueurs

February

Easter
Breakfast
Own-label Products
Functional Food & Drinks
Household & Cleaning

Confectionery

Wine

March

Soft Drinks
Big Night In & Sharing
Chilled & Fresh
Meat and Fish Products
Shop Fitting & Refrigeration

Laundry & Household

Cider

April

Tobacco
Ice Cream
Confectionery
Baby Care
Brokerage

Fascia Focus

Young Adult Brands

May

BBQ
Condiments
Crisps & Snacks
Hot Drinks
Biscuits

World Cup

Scottish Beer

June

Summer Drinks
Yogurts and Yogurt Drinks
Children's goods
Pet Food
Frozen Food

Category Management

Summer Drinks

July

Dairy Focus
Juice & Smoothies
Confectionery & Gum
Laundry
Vehicles & Transport

Green Pages

RTDs

August

Launchbox/Back to School
RYO Tobacco
Meal Occasions
Food-to-go
Bagged snacks

Soft Drinks

Beer

September

Tobacco Category Review
Bread & Bakery
Halloween
Personal Grooming
Magazines Focus

Sport & Energy Drinks

Low-alcohol/Alcohol-free

October

Xmas Confectionery & Snacks
Personal Grooming & Hygiene
Greeting Cards
Desserts & Ice Cream
Security

Christmas Drinks

Champagne & Sparkling Wine

November

Cigars
Sugar Confectionery
Sharing Snacks
Breakfast
Milk

Christmas Must Stocks

Whisky

December

Hot Drinks
Batteries
Bagged Snacks
Medical & Remedies
Biscuits & Cakes

Scottish Brands

Winter warmers

Features will only run with sufficient advertising support. This list is not final, we will add features periodically to reflect prevailing trends. Editorial deadline for feature submissions is the Wednesday of the second full week of the month preceding publication. Editorial deadline for supplements is the Wednesday of the first full week of the month preceding publication.

Supplements may be included within the body of the mag if the levels of advertising support do not merit production of a standalone supplement.

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Scottish Local Retailer is sent to qualifying retailers drawn from convenience stores, grocers, co-operatives, off licences, CTNs and forecourts in Scotland.

Additionally, SLR is mailed direct to relevant buyers, managers and individuals from head offices of multiple outlets, wholesalers, cash & carries, manufacturers and distributors as well as individuals from trade bodies & other companies/institutions whose work benefits all of the above.

Company activity:

C-Store	59%
Co-Op	10.25%
CTN	9%
Forecourt	8%
Specialist Off-licence	7%
Head Office	4.5%
Cash & Carry	1.25%
Delivered Wholesaler	1%

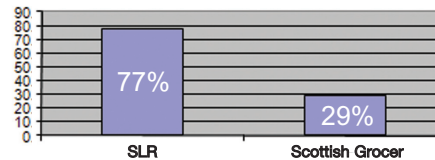
Total Monthly Circulation:

8050 copies (+ bonus distribution at industry events).

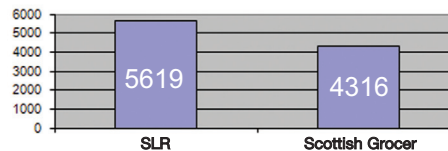


*All figures for current ABC audit certificates.

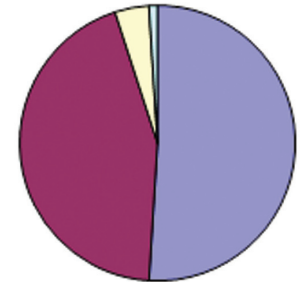
Requests less than one year old



Total requested circulation



Job function of those who receive SLR



Owner
 Other

Manager
 Director



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Standard Positions

Colour DPS	£3,400
Colour Page	£1,800
Colour Half Page	£1,300
Quarter Page	£750
Eighth Page	£425

Special Positions / Requests

1st Right Page	£1,900
Outside Back Cover	£2,100
Inside Front Cover	£2,000
Inside Back Cover	£2,000
Outside Front Wrap	£6,500
Gatefold	£5,250
False Front Page	£3,500
Belly Band	£2,100
Tip On	£2,000

Other Special positions and creative executions, where possible, are available on request. POA

Advertising Agency Discount: 10%

Volume Discount:

3 Issues:	10%
6 Issues:	25%
12 Issues:	35%

Loose Inserts

£160 per thousand, based on full print run.

£180 per thousand based on partial print run.

Advertising Panels

SLR also offers the opportunity to advertise in three distinct sections within the magazine each month:

- Property Panels
- Hotlines – Media & Marketing Watch
- Product Panels

In each of these sections, advertisers are offered 100 words, a photograph and contact details for £150 per insertion.



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Quarter page	120 mm (h) x 90 mm (w)
	62 mm x 182 mm (horizontal strip)
Half page	120 mm x 182 mm (horizontal)
	257 mm x 90 mm (vertical)

Full page	297 mm x 210 mm (302 mm x 215 mm with bleed)
DPS	297 mm x 420 mm (302 mm x 425 mm with bleed)

Artwork format

Please supply all artwork as a High resolution PDF (other formats are available – please ask) with the following specifications:

- minimum resolution of 300dpi for rasterized images or a minimum of 1,000dpi for bitmaps
- all fonts embedded
- plain CMYK only (no colour profiles)
- no transparencies
- no OPI
- no Halftone Information
- full page artwork should have 3mm of bleed with crop marks and the artwork should be centred with the workspace (smaller artwork which is not bleeding off the page need not have crop marks)

Supply of artwork

Files cannot be accepted in the following programmes: Microsoft Office, Corel Draw, Microsoft Publisher, InDesign, Adobe Pagemaker

Files can be supplied using:

- Email: For files under 17 megabytes only to rchaudhry@55north.com
- CDs or DVDs (allowing for copy deadlines)
- For very large single files we recommend using www.YouSendIt.com



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