



# Scottish Mountaineer

THE VOICE OF SCOTLAND'S MOUNTAIN WALKERS AND CLIMBERS

## Rate Card 2011

The official magazine of the  
Mountaineering Council of Scotland





## THE FACTS

Scottish Mountaineer is the Official magazine of the Mountaineering Council of Scotland, the representative body for climbers, walkers, mountaineers and cross-country skiers who enjoy the Scottish mountains.

Scottish Mountaineer is a full colour glossy magazine produced 4 times per year bought by you by the publishers of TGO, the UK's leading hillwalking magazine. It keeps members informed about the activities of the MCoS, courses and discount deals, and about issues that are current in the mountains - in particular regarding any access and safety information.

All 11,000 members of the Council, whether Individual, Club or Associate receive a copy of the magazine direct.

### Member interests

- 96% take part in hillwalking/mountaineering
- 70% take part in winter walking
- 35% take part in traditional rock climbing
- 14% take part in sport climbing outdoors
- 32% climb regularly at indoor climbing walls
- 20% take part in ski-touring

### The Magazine

- 85% of members always read the magazine, with a further 12% reading it sometimes
- 79% said it covered their areas of interest adequately
- 74% said the overall quality of the magazine was good

*(Membership survey November 2007)*

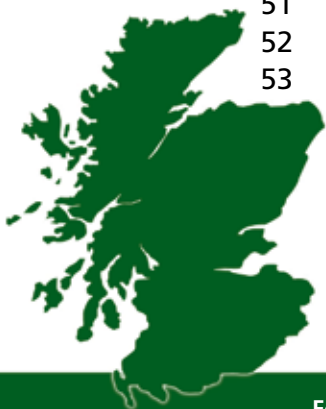
Advertising space within the Scottish Mountaineer is strictly limited and offers advertisers a cost-effective and unique platform to reach a mass Scottish market of currently active outdoor enthusiasts.

## THE STATS

- 4 issues per annum
- 100 pages per issue
- Print run of 15,000
- 70,000 readership

## 2011 ISSUES

Issue	Copy Deadline	Distribution Date
50	Thursday 10th February	Thursday 24th February
51	Thursday 5th May	Thursday 19th May
52	Thursday 28th July	Thursday 11th August
53	Thursday 10th November	Thursday 24th November



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## THE RATES

### ORDINARY POSITION - FULL COLOUR

Eighth Page .....	<b>£260</b>
Quarter Page .....	<b>£445</b>
Half Page .....	<b>£795</b>
Full Page .....	<b>£1495</b>
Double Page Spread.....	<b>£2900</b>

### COVERS - FULL COLOUR

Inside Back Cover .....	<b>£1600</b>
Inside Front Cover .....	<b>£1700</b>
Outside Back Cover .....	<b>£1800</b>

### CLASSIFIEDS

Single Centimetre Column (min size: 3cm x 1 column).....	<b>£19</b>
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### VOLUME DISCOUNT

2 Bookings .....	5%
3 Bookings .....	10%
4 Bookings .....	15%

**INSERTS**..... Price on application

## MECHANICAL DATA

**Full Page** (depth x width)

**Bleed:** 305mm x 215mm    **Trim:** 297mm x 210mm    **Type:** 267mm x 188mm

**Double Page Spread**

**Bleed:** 305mm x 426mm    **Trim:** 297mm x 420mm    **Type:** 267mm 400mm

**Half Page Vertical:** 267mm x 92mm

**Half Page Horizontal:** 130mm x 188mm

**Quarter Page:** 130mm x 92mm

**Eighth Page:** 64mm x 92mm

**Classifieds:** 1 col = 44mm, 2 col = 92mm, 3 col = 140mm, 4 col = 188mm

**Inserts:** These are accepted for loose insertion. Size must not exceed 260mm x 180mm

**Digital Requirements:** Please ensure you are given a booking reference by your account exec. We prefer to receive Press Optimized PDF; Photoshop EPS, JPEG or TIFF at 300dpi. A laser or faxed copy of the final artwork should always be provided - colour where possible. Fax: 0141 302 7798

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