



SCOTLAND'S  
BIGGEST SELLING  
HOME MAGAZINE

**MEDIA INFORMATION 2023**

# Captivating and inspiring

## Media information

Homes & Interiors Scotland is a leading lifestyle publication. Beautiful interior-designed homes and cutting-edge architecture feature alongside expert advice and sharp, informative writing. This award-winning title is an invaluable source book for those with a discerning eye for detail, design and decoration.

The premier platform in Scotland for advertisers seeking to attract a design and quality-aware audience, the magazine caters for high-spending homeowners with whom you want to engage – an audience who is actively pursuing distinctive, quality interior products, inspiring art and property.

## Editorial profile

A magazine with an enviable reputation for editorial excellence and high production values, Homes & Interiors Scotland has picked up numerous awards since its launch in 1996, including the PPA's Scottish Magazine of the Year accolade as well as UK Magazine of the Year by a small publisher at the PPA's Independent Publisher Awards. The talented editorial team has its finger on the pulse of Scottish and international design trends and is regularly first to feature the most exciting Scottish interior projects. With a superb team of photographers and designers on hand to ensure every page is as inspiring to look at as it is to read, this magazine is the perfect vehicle to reach your target Scottish audience.

- Brand Development of the Year
- UK Magazine of the Year
- Consumer Magazine of the Year
- Scottish Magazine of the Year
- Magazine Sales Team of the Year



# Reaching a discerning Scottish audience and beyond

## Distribution

Homes & Interiors Scotland is distributed throughout Scotland by Warner Bros. Aggressive in-store campaigns throughout the year as well as joint promotions guarantee a high-profile presence for the magazine. The magazine, therefore, is effectively distributed at the correct levels to our target audience. The magazine is widely available via Tesco, Marks & Spencer, Waitrose, Sainsburys, Asda and WH Smith, and a substantial network of independent newsagents throughout Scotland. Homes & Interiors Scotland is also available in select outlets in London including The Design Centre, Chelsea Harbour.

## Readership

The title is ABC audited and has a readership of 60,000\* Scottish ABC1C2 adults 25+ willing and eager to invest in the quality of their living environment.

## Digital edition

Digital subscriptions and single editions of Homes & Interiors Scotland are available to purchase directly through the Homes & Interiors Scotland APP. It's a great way for readers to catch up on-the-go, obtain back issues and download free supplements.



\*PMGRS2008

# Inspiring, captivating content

Regular editorial platforms include:

• ART • ARCHITECTURE • FOOD & DRINK • KIDS NEWS • ECO • PROPERTY • BATHROOM NEWS • KITCHEN NEWS • GARDEN DESIGN

## 146 January & February 2023

BOOKING DEADLINE: 4 November | ON SALE: 27 December

**DESIGN DIRECTORY**

Kitchen Inspiration

## 147 March & April 2023

BOOKING: 13 January | ON SALE: 24 February

**THE HERITAGE EDITION**

• Bedroom bliss/dressing rooms

## 148 May & June 2023

BOOKING: 10 March | ON SALE: 21 April

Dream Bathrooms

## 149 July & August 2023

BOOKING DEADLINE: 5 May | ON SALE: 23 June

Kitchen Inspiration • Dining rooms

## 150 September & October 2023

BOOKING: 7 July | ON SALE: 25 August

**ARCHITECTURE 23**

The perfect living space: Kitchens • Living rooms

## 151 November & December 2023

BOOKING DEADLINE: 8 September | ON SALE: 20 October

**THE ART GUIDE**

Dream Bathrooms • Dressing rooms/en-suites



*“Meaty pieces on designers  
and their homes complemented  
by quick reads under banners  
like ‘Trends’ and ‘Essentials’.  
All deliciously designed with  
quality photography and clever  
use of colour.”*

Spotlight: home magazines. InPublishing, December 2017

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# Get involved

## Magazine advertising

### Run of magazine

Full Page Colour **£2,400**

Half Page Colour **£1,300**

Quarter Page Colour **£695**

### Special positions

Outside Back Cover **£5,500**

Inside Back Cover **£2,750**

Inside Front Cover **£3,500**

Other Guaranteed Position, **+10%**

1st Right Facing Editorial **£3,000**

2nd Right Facing Editorial **£2,750**

1st Double Page Spread **£6,000**

2nd Double Page Spread **£5,000**

### Online directory

Single listing **£250 plus VAT**

Inserts, Advertising Features and Sponsored Sections are available, contact us for details. Advertising Orders are accepted subject to the Publishers Standard Terms & Conditions for the Acceptance of Advertisements and Inserts in Periodicals – a copy of which is available upon request.



# Magazine production

## Design service

If you wish to use our complimentary in-house design service, we will require your company logo, copy instructions and a selection of images. Please refer to the Digital Files section for acceptable file formats.

When sending files via email send to **caroline.maciver@peeblesmedia.com** you can also send download instructions such as wetransfer.com

## Digital files

Composite PDF is our preferred format. File should be supplied as CMYK and 300dpi resolution. No calibration or profiles should be applied and all fonts must be embedded.

Digital image files (e.g. .JPEG, .TIF, .PDF, .EPS) must be saved at a minimum of 300 dpi resolution in Apple Mac compatible format: Adobe Illustrator/Photoshop/InDesign.

All digital artwork or images must be supplied as CMYK. Please note any RGB files we receive will be converted to CMYK and may not reproduce in the publication as intended.

EPS and PDF files - text must be converted to paths, transparencies need to be flattened and 'Overprint' needs to be turned off when originating files. Acrobat Distiller PDF's should have the Compatibility Level set to 1.3, this can be found in "Edit Adobe PDF Settings" under the "Settings" menu.

It is advised to supply a Cromalin colour proof (or similar) to accompany all digital files.

## Advert dimensions

*Sizes quoted as height before width in millimetres (mm)*

### Double Page Spread

Bleed 303 x 446

Trim 297 x 440

Type 262 x 410

### Full Page

Bleed 303 x 226

Trim 297 x 220

Type 262 x 190

### Half Page

Landscape type 128.5 x 180

Portrait type 262 x 87.5

### Quarter Page

Landscape type 62 x 180

Portrait type 128.5 x 87.5

**HOMES**  
& INTERIORS  
SCOTLAND

Should you require further information or assistance contact

**Caroline Maciver, T: 0141 567 6063**

**E: [caroline.maciver@peeblesmedia.com](mailto:caroline.maciver@peeblesmedia.com)**

# An established brand that's out there



# homesandinteriorsscotland.com

## Website advertising

The Homes and Interiors Scotland website works alongside the magazine keeping visitors informed of all the latest trends, news and inspiration they need to enhance or transform their homes, as well as offering all the benefits you would expect from a digital source. The site connects with its accompanying social media feeds to ensure updates reach our followers through whichever platform they prefer.

**[twitter.com/homesintmag](https://twitter.com/homesintmag)**

**[facebook.com/homesandinteriorsmag](https://facebook.com/homesandinteriorsmag)**

**[pinterest.com/homesandinteriorsmag](https://pinterest.com/homesandinteriorsmag)**

**[instagram.com/homesandinteriorsmag](https://instagram.com/homesandinteriorsmag)**

Advertising with us online offers a wide range of opportunities to promote your campaign or highlight your business linking directly to your chosen URL. Display your products or services 24/7 directly in front of the people who want to know, the people interested in their home environment - how many will click through to your site?

There are so many ways to get involved with us online from high impact site-wide promotional packages to smaller page-specific adverts - there's a solution to suit every campaign and budget.

Give our sales team a call today to discuss your requirements and discover why Homes & Interiors Scotland online is an essential cost-effective marketing tool.

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# Website spec

Sizes quoted as width before height in pixels (px)

Campaigns will be custom-built to suit your requirements and budget, our website offers lots of advertising opportunities. Below are a few popular size options.

## Leaderboard

728px x 90px

Appears at top across entire site

## Superleaderboard

970px x 250px

Appears above (or below) content across entire site

## Outer skyscraper (L & R)

120px wide x 600px height

Appears outwith the website on screens 1024px wide and above

## MPU

300px x 250px

Can be positioned in sidebar or homepage

## Banner

728px x 90px

Ideal for placement on homepage or within articles

Please contact us to discuss how we can promote your business or service online

Advertise Digital Edition Supplements Get In Touch



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& INTERIORS  
SCOTLAND



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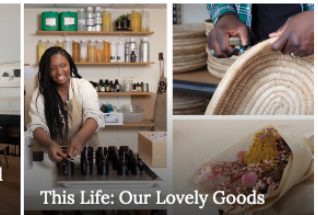


Escape: Leuchie Walled Garden

19 August, 2021



This Edinburgh flat was revived by its architect owners



This Life: Our Lovely Goods



A slice of de Gournay in London



Escape: Newhall Mains

BEAUTIFUL KITCHENS,  
BEDROOMS & BATHROOMS

SUPERBLY MADE IN SCOTLAND  
(and might cost less than you think)

**AshleyAnn**

GLASGOW • EDINBURGH • ABERDEEN • STIRLING  
INVERNESS • PERTH • THURSO • NORTH BERWICK

### LATEST



Kitchen breakfast bar ideas

26 August, 2021



Trend alert: Elephants

23 August, 2021



Escape: Leuchie Walled Garden

19 August, 2021



Sustainable home must-haves

16 August, 2021

### INTERIORS



A slice of de Gournay in London

22 July, 2021



Creating new living spaces with CR Smith

7 May, 2021



Colour reigns in this Edinburgh flat

29 April, 2021

### ARCHITECTURE



This Edinburgh flat was revived by its architect owners

9 August, 2021



Incredible beekeeper's home in the Borders

14 June, 2021



This Arran home is coastal bliss

12 April, 2021



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# HOMES & INTERIORS SCOTLAND

[homesandinteriorsscotland.com](http://homesandinteriorsscotland.com)



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