

# **PACKAGING** SCOTLAND

## **MEDIA PACK 2023**

Published by  
**peeblesmediagroup**

Peebles Media Group Ltd, The Albus, 110 Brook Street, Glasgow, G40 3AP  
Tel: 0141 567 6000 | [www.peeblesmedia.com](http://www.peeblesmedia.com)

# THE MAGAZINE

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Packaging Scotland has developed an enviable reputation as the “go to” magazine for key decision makers in the lucrative Scottish packaging sector.

As the only packaging magazine published in Scotland, the title is uniquely placed to reflect industry thinking and offer insight and analysis on the sector north of the border.

Well respected within the industry, Packaging Scotland is committed to showcasing the latest innovations as well as covering both local and international news and presenting a variety of topical features and interviews. In each issue, readers have the chance to learn about new product launches, technology and industry events. Our website is also being constantly updated, meaning industry stakeholders can find out the latest news at the click of a mouse.

Produced by the country’s leading independent publisher, the title offers advertisers the perfect platform to reach the people who matter. As well as advertising space in the magazine and on the website, we also offer services including tailored packages of advertising and/or advertorials in the form of company profile pieces, case studies or Q&As. From a new product line to a significant anniversary, many companies find this an ideal way of getting their message across. Packaging Scotland can handle everything from writing the content to commissioning professional photography. Bespoke media partnerships are also available if you have an event, show, expo or exhibition to promote to the Scottish market.



For more information please contact  
Claire Provan on **0141 567 6027**

# PACKAGING SCOTLAND FEATURES LIST 2023

## JAN/MAR

Drinks Update  
Shrink & Stretch  
Sustainability  
E-Commerce  
Coding & Labelling  
Food Packaging  
Outsourcing Solutions

### MACHINERY:

Food

“ Packaging Scotland has been an instrumental part of our marketing strategy at YPS for many years now, delivering great results for us across many channels... Claire is always helpful, professional and full of ideas - we look forward to working with her and the Packaging Scotland team for many more years.

- Olivia Routledge, Yorkshire Packaging Systems

## APR/JUN

Pharmaceutical & Medical  
Spirits & Whisky  
Pallets & Palletisers  
Sustainability  
Coding, Marking & Labelling  
Food Packaging

### MACHINERY:

Vision Inspection & Systems

## JUL/SEP

Drinks Update  
Sustainable Plastics & Film  
Labelling & Coding  
Food Packaging  
Paper & Board  
E-commerce Packaging  
Sustainability  
Smart Packaging

### MACHINERY:

Robotics

### EXHIBITION PREVIEWS:

PPMA Show

## OCT/DEC

Drinks Packaging  
Drinks Sustainability  
Spirits & Whisky  
Food Packaging  
Pallets & Palletisers  
Sustainability  
Labelling & Coding  
Review of PPMA Show and Awards

### MACHINERY:

Weighing & Inspection



Features may change at the Editor's discretion

To advertise, call Claire Provan on 0141 567 6027 or [claire.provan@peeblesmedia.com](mailto:claire.provan@peeblesmedia.com)

# CIRCULATION

Packaging Scotland's continually updated circulation database ensures that the magazine reaches the decision-makers in the packaging industry across the whole of Scotland, from the Borders to the Shetland Isles.

Closely-monitored and researched, Scotland's only packaging magazine offers an extremely cost-effective way of reaching the people with buying power in Scotland's packaging industry.



**Scotland 57.6%**

**England 36.4%**

**Northern Ireland & Wales 4%**

**Other 2%**



**Food & Drink 40.1%**

**Manufacturing & Machinery 35.3%**

**Chemical & Pharmaceutical 20.2%**

**Other 2.5%**



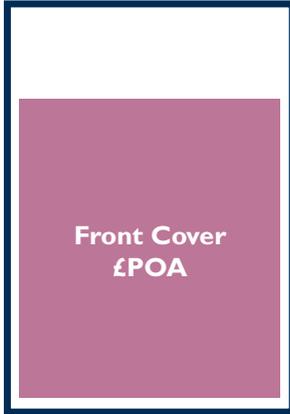
CIRCULATION (AVERAGE PER ISSUE)

**3,992**

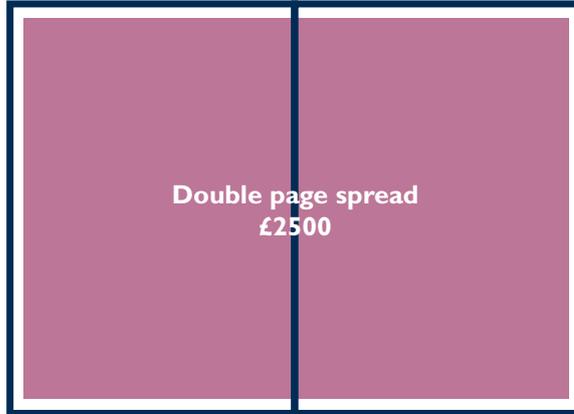
(ABC Total Jan-Dec 2020)

CERTIFICATE ISSUED JANUARY 2021

# RATE CARD: PRINT



**Type area:** 211mm deep x 188mm wide  
**Trim:** 231mm deep x 210mm wide  
**Bleed:** 237mm deep x 216mm wide



**Type area:** 270mm deep x 400mm wide  
**Trim:** 297mm deep x 420mm wide  
**Bleed:** 303mm deep x 426mm wide

**INDUSTRY UNWRAPPED**

1/7th page £105  
1/4th page £200



**Type area:** 270mm deep x 188mm wide  
**Trim:** 297mm deep x 210mm wide  
**Bleed:** 303mm deep x 216mm wide



**Half page**  
£965  
**Upright**  
270mm deep x 92mm wide  
**Landscape:**  
133mm deep x 188mm wide

## MECHANICAL DETAILS

We operate a PDF workflow.

- Artwork should be supplied as a 300dpi, CMYK PDF.
- PDF files should be created to Pass4Press v11.
- CMYK colour space - PDFs should contain no spot colours.
- All non-printing spot colours must be converted to CMYK prior to exporting PDF.
- All fonts should be embedded or outlined.
- Live matter should be no closer than 6mm to the trim edges.

We advise supplying a good quality colour proof for colour matching purposes.

No responsibility can be taken by the publisher for inconsistencies in colour where no colour guide has been supplied.

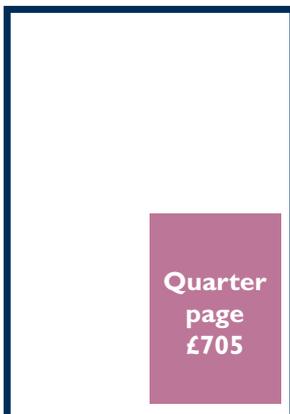
Files should be submitted to:  
alice.smith@peeblesmediagroup.com

### ADDITIONAL CHARGES

Special positions - 15%  
Bleed - 10%  
Agency Discount - 10%

**COPY DATES** Two weeks prior to publication

**CANCELLATION** Eight weeks prior to publications



133mm deep x 92mm wide



**INSERTS**  
**£155 per 1000, min £500**  
Weight not to exceed 30g  
Size not to exceed A4  
**Type area:**  
270mm deep x 188mm wide  
**Bleed:**  
303mm deep x 216mm wide  
**Trim:**  
297mm deep x 210mm wide

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Tel: 0141 567 6000

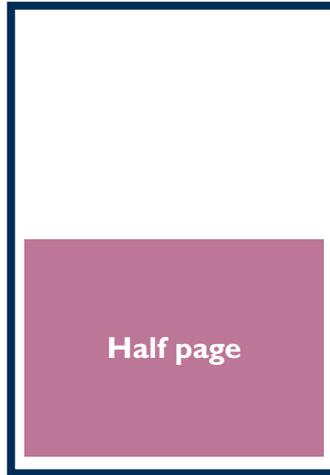
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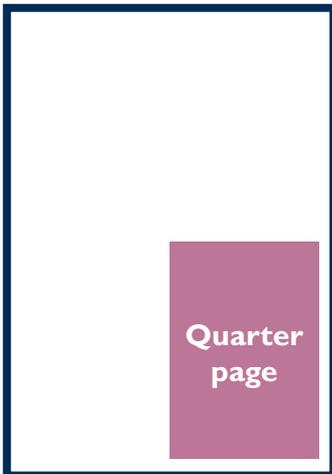
# RATE CARD: CLASSIFIEDS



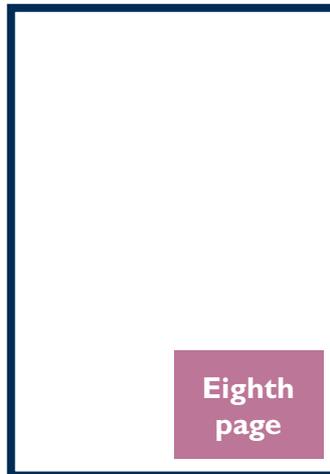
266mm deep x 188mm wide



120mm deep x 188mm wide



120mm deep x 92mm wide



65mm deep x 92mm wide

## MECHANICAL DETAILS

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- Artwork should be supplied as a 300dpi, CMYK PDF.
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Files should be submitted to:  
[caroline.maciver@peeblesmediagroup.com](mailto:caroline.maciver@peeblesmediagroup.com)

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**You may have the header of your choice.  
Please let Production know when you  
are sending your artwork over.**

For more information please contact  
Claire Provan on **0141 567 6027**

# RATE CARD: DIGITAL

**Leaderboard: £900**  
Size: 90px h x 728px w

**Embedded Article Banner: £POE**  
Size: 170px h x 620px w

**Skyscraper: £500**  
Size: 600px h x 120px w

**Small skyscraper: £350**  
Size: 300px h x 120px w

**Mini MPU: £POE**  
Size: 200px h x 120px w

**MPU: £650**  
Size: 250px h x 300px w

**ADVERTORIAL ARTICLE**  
£700

**TWITTER ADVERTISING**  
£POA

**BACKGROUND TAKEOVER**  
£POE, 1980px h x 1080px w  
JPG - No larger than 1mb

**DIRECTORY LISTING**  
£200, Company name, website, phone number & social media links are required

*All web rates based on a 12 week run (Per issue basis)*

*All artwork should be supplied in a JPG or GIF format at 72DPI*



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Claire Provan on **0141 567 6027**

# PACKAGING SCOTLAND

## KEEP IN TOUCH!

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