

MEDIA PACK 2023

scottish
licensed
trade **news**

sltn.co.uk

f @ScottishLicensedTradeNews @ScottishLicensedTradeNews @TheSLTN in scottishlicensedtradenews

MEET THE TEAM



AMY KNOX
Group Advertising
Manager



ELAINE RAMSAY
Assistant Advertising
Manager



GORDON DAVIDSON
Editor



DAVE HUNTER
Assistant editor

About SLTN

The leading publication for Scotland's licensed trade and hospitality industry since 1964, the **Scottish Licensed Trade News (SLTN)** remains at the forefront of the sector, continually evolving to meet the needs of its readers and advertisers and to reflect the ongoing changes in Scotland's dynamic hospitality sector.

SLTN is the only ABC-audited trade publication in Scotland offering blanket coverage of Scotland's hospitality industry, combining a respected monthly print publication with a strong online presence and the annual SLTN Awards – the biggest, most comprehensive awards scheme for Scotland's hospitality sector.

The ongoing development of SLTN's digital and social media platforms works in tandem with the monthly publication and further cements SLTN's position as the respected, go-to publication for the whole of the Scottish hospitality industry, helping you to deliver your message across print, online and face-to-face through the SLTN Awards.

Grow your business with advertising that works



“Maitre'D by Posera has been advertising with SLTN for over ten years and, throughout this time, we have received many leads which have been converted into customers. The staff at SLTN are very knowledgeable in the trade and are always professional in their approach. As we are based in Glasgow, it's important to partner with someone who has a keen insight into the Scottish market and can effectively promote our product. The SLTN Awards is also a great opportunity to network with existing and potential customers.”

Carmelina Murdaca
Payfacto

**INDIVIDUAL USERS
SEPT 2020-21**

190,680

PRINT CIRCULATION
10,318
ABC
AUDITED

FOLLOWERS f t i n
10,000

SLTN AWARDS
700
ATTENDEES

BRAND PRESENCE & AUDIENCE



5 reasons to ADVERTISE

All digital campaigns are quantifiable. We have an in-house digital team who can not only aid the design process, but also send a full report post advertising to share insight on all campaigns.

SLTN is sent to every licensed venue in Scotland – across Pubs, Restaurants, Clubs, Hotels, Bars etc. We are the only ABC audited title for our sector, meaning there is proof of our distribution figures which sit at 10,318 per issue for 2022/23.



The SLTN Awards are the biggest and most prestigious awards scheme for Scotland's hospitality – with 700 attendees each year.

Established social media presence with over 10,000 followers across Facebook, Instagram, LinkedIn and Twitter.

Scotland's leading voice of the hospitality industry since 1964. SLTN works in harmony across digital, social, print and events to educate and influence Scotland's on-trade community.

FEATURES 2023

JANUARY

- Burns Night: Whisky & Scottish Drinks
- Beer
- Health & Wellbeing
- Cost of Living
- Insurance
- Service & Goods Lifts

FEBRUARY

- Gin & Premium Tonics
- St Patrick's Day
- Rum
- Hot Beverages
- Microwaves
- Behind the Bar: Equipment, Dispense & Cellar Management
- Technology

MARCH

- Craft Beer & Spirits
- World Whisk(e)y
- Spring Cocktails
- RTDs
- Sustainability
- Finance & Loans
- Bar & Kitchen Equipment
- Vodka

APRIL - ALFRESCO ISSUE

- BBQs & Street Food
- Outdoor Areas
- Summer Drinks
- Health & Fitness
- Coronation Countdown

MAY

- World Gin Day
- Soft Drinks
- Summer Drinks & Cocktails
- Tequila & Mezcal
- Cider
- Microwaves
- Scottish Produce

JUNE

- RTDs
- Coffee & Coffee Cocktails
- Dark Spirits
- Sustainability, Waste & Energy
- Mindful Drinking
- Social Media Marketing

JULY

- Beers & Lagers
- Premium Spirits
- National Scotch Day
- Service & Goods Lifts
- World Foods
- Preparing for DRS

AUGUST

- Flavoured Spirits
- Mocktails & Non-Alcoholic Spirits
- Scottish Craft Beer & Spirits
- Liqueurs
- Pub Companies
- CGA Top Brands Report
- Autumn Cocktails

SEPTEMBER

- Gin
- Whisky
- Catering Equipment
- Insurance
- Customer Service Training

OCTOBER

- Christmas Drinks & Cocktails
- Beer
- Cellar Management
- Wholesale
- Sustainability
- Crisps & Bar Snacks
- Spotlight on Mental Health

NOVEMBER

- Christmas & New Year Drinks
- Whisky
- Liqueurs
- Microwaves

DECEMBER

- Must Stocks 2024
- Whisky: Hogmanay
- Mindful Drinking
- Premium Soft Drinks & Mixers
- Veganuary
- SLTN Awards Review

For further information contact:

Gordon Davidson, Editor

0141 567 6071

gordon.davidson@peeblemedia.com

Amy Knox, Group Advertising Manager

0141 567 6033

amy.knox@peeblemedia.com

scottish
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trade

news



RATE CARD 2023

Display

Size	Cost
Double Page Spread	£5560
Full Page	£2920
Half Page	£1950
Quarter Page	£1550
Quarter Page Strips/Columns	£1550
1/2 DPS	£3300
1/2 Page Bookend (one)	£2000
1/4 Page Bookend (one)	£1600
Mini Page	£2295
Headline Page Solus	£1520
Front Cover & Inside Front Cover	£6440
Outside Back Cover	£3300
Cover Gatefold	£10800
Four Page Cover Wrap	£12060
Printed Poly Bag	£5754
Guaranteed Position	10%
Advertorial	30%
Special Creative	On Application

Inserts: From as little as £1500
Dependent on weight & circulation

Please request a spec guide for sizing and technical requirements.

Production Contact: Caroline Maciver, Production Manager

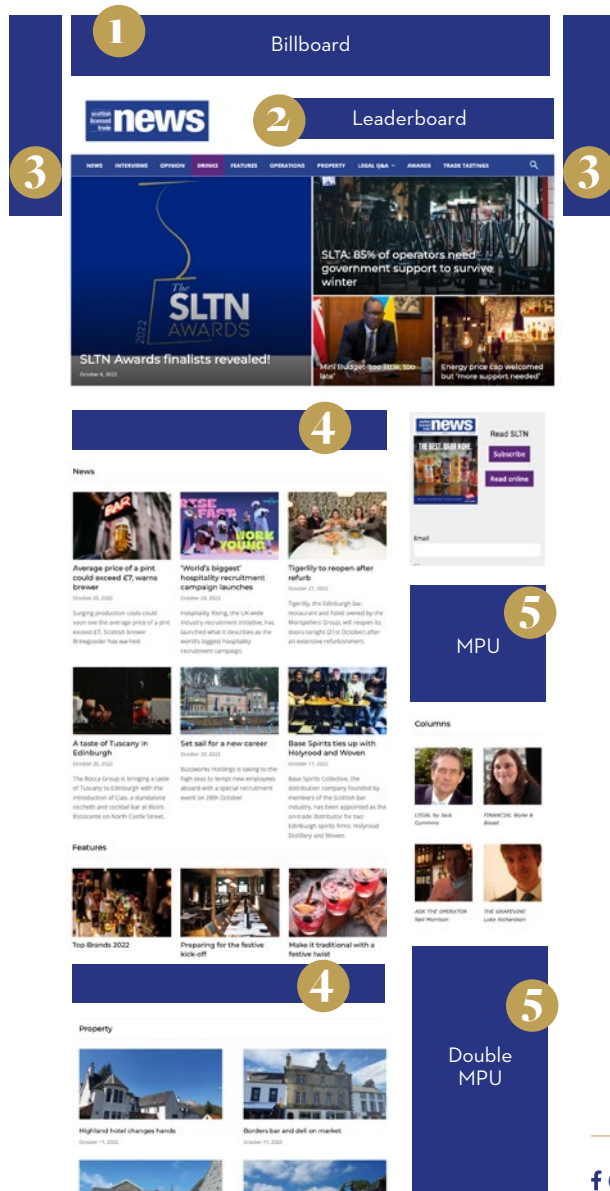
0141 567 6063 caroline.maciver@peeblesmedia.com

Online

Execution	Frequency	Cost
Premium Package (Banner, Premium MPU & Double MPU)	Fortnight Month	£2650 £4000
Exclusive Website Takeover: Leaderboard, Sidebars & MPU	Fortnight Month	£2500 £3750
Billboard	Fortnight Month	£1500 £2500
Popover	Fortnight Month	£2000 £3250
Banner	Fortnight Month	£850 £1500
Premium MPU	Fortnight Month	£850 £1500
Double MPU	Fortnight Month	£850 £1500
MPU	Fortnight Month	£600 £1100
Video Sponsorship		From £1500
Bespoke Email Campaign		£850 per email
Newsletter Sponsorship		£850 per email
Sponsored Homepage Article		£1200

Classified

Size	1-6 issues	6-12
Issues		
1/8 Page	£300	£250
1/4 Page	£510	£400
1/2 Page	£920	£710
Full Page	£2100	£1800



- 1 TOP POSITION (shared)
Billboard: 1,064px x 246px
- 2 LEADERBOARD
728px x 90px MPU: 200px x 90px
- 3 SKYSCRAPERS
(left and right of site): 120px x 600px
- 4 BANNERS
(above and/or below content):
728px x 90px
- 5 SIDEBARS (shared)
MPU: 300px x 250px
Double MPU: 600px x 300px
- 6 EMBEDDED WITHIN ALL ARTICLES
Premium MPU: 300px x 250px
- 7 POPOVER (not pictured)
300px x 250px or 300px x 600px

f @ScottishLicensedTradeNews
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@TheSLTN
in scottishlicensedtradenews

DEDICATED TO THE LICENSED TRADE IN SCOTLAND

GET INVOLVED

Established for over 50 years, SLTN remains at the forefront of the licensed trade and hospitality industry in Scotland, continually evolving to meet the needs of its readers and advertisers reflecting the changes in Scotland's dynamic hospitality sector.

SLTN continues to expand its strong online presence with even more of the news, views, products and advice for those owning, running and working in pubs, bars, clubs, restaurants and hotels right across Scotland.

sltn.co.uk is the respected, go-to resource for the whole of the Scottish hospitality industry, a strong platform to deliver your message to your target audience - the people in the licensed trade who are more likely to respond and invest.

sltn.co.uk offers a wide range of opportunities to promote your campaign and highlight your business. Displaying your products or services 24/7 directly in front of the people who want to know.

Digital advertising packages can be custom-built to suit the nature of your business and promotional budget. Get onboard and share our success, there are so many ways to get involved. The best way to find out how is to give us a call.

Please get in touch for more info:

Amy Knox 0141 567 6033
amy.knox@peeblesmedia.com

ADVERT SPECIFICATION



FRONT COVER

Type: 320mm deep x 227mm wide

Bleed: 346mm deep x 251mm wide

Trim: 340mm deep x 245mm wide

(Masthead takes up 76mm depth from the trim)



FULL PAGE

Type: 320mm deep x 227mm wide

Bleed: 346mm deep x 251mm wide

Trim: 340mm deep x 245mm wide

FILE FORMATS

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

Please email the files to caroline.maciver@peeblesmedia.com or supply disk and colour proof to the address below.

We can also download files from your ftp site or from file transfer websites such as yousendit.com

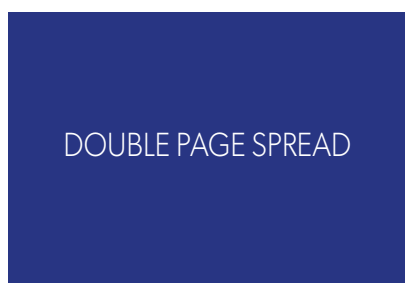
Please Note:
We cannot accept RGB files or images, or any adverts with calibration applied. We strongly recommend supplying a good quality colour proof for colour matching purposes. Special requirements must be highlighted.

The creator should apply any trapping requirements regarding overprint and knockout. Specific trapping should be highlighted prior to supply.

Caroline Maciver
Production Manager

0141 567 6063
caroline.maciver@peeblesmedia.com

A: The Albus, 110 Brook Street,
Glasgow G40 3AP.

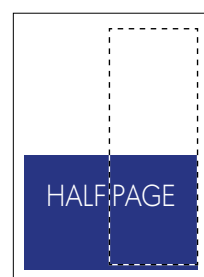


DOUBLE PAGE SPREAD

Type: 320mm deep x 472mm wide

Bleed: 346mm deep x 496mm wide

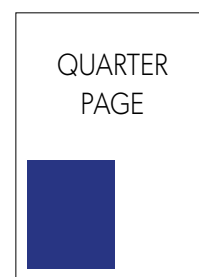
Trim: 340mm deep x 490mm wide



HALF PAGE

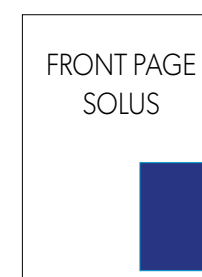
Type: 158mm deep x 227mm wide (landscape)

Type: 320mm deep x 111mm wide (portrait)




QUARTER PAGE

Type: 158mm deep x 111mm wide (portrait)



FRONT PAGE SOLUS

Type: 100mm deep x 87mm wide (portrait)

 I have personally been using the SLTN to advertise clients' businesses and properties for sale or lease for the past 15 years. During that time it is the only publication that has reliably produced responses to the adverts. Talking to operators and buyers the SLTN property section is the go-to section of the paper, therefore we at G+S have increased our use of this valuable advertising medium to ensure our clients' businesses and properties are being presented to the right market and purchasers. If you want Scottish hospitality operators to know about your business then SLTN is the best way to ensure they do.

Peter Seymour, Graham & Sibbald

SLTN AWARDS 2023

2023
The
SLTN
AWARDS

CATEGORIES

- ▶ licensee of the year
- ▶ mixologist of the year
- ▶ restaurant of the year
- ▶ whisky bar of the year
- ▶ craft beer bar of the year
- ▶ gastropub of the year
- ▶ cocktail bar of the year
- ▶ beer quality award
- ▶ music-led venue of the year
- ▶ best venue to watch the match
- ▶ family outlet of the year
- ▶ best late night venue
- ▶ industry achievement award
- ▶ best outdoor area
- ▶ barperson of the year
- ▶ gin bar of the year
- ▶ independent multiple operator of the year
- ▶ hospitality hero
- ▶ independent pub/bar of the year
- ▶ best use of technology
- ▶ new business of the year
- ▶ entrepreneur of the year

Supported by



For 2023 sponsorship opportunities contact

Amy Knox on 0141 567 6033
before February 2023.
New categories available
for 2023.