

Leither **Media Pack 2012**

Artwork

Artwork supplied:

Resolution: 300 dpi, CMYK.

Formats accepted: PDF,

JPEG, TIFF, EPS.

Complementary artwork service offered.

We require from you: Company

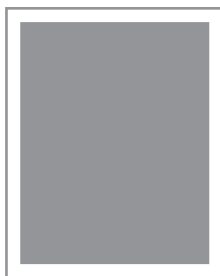
logo: resolution 300dpi,

CMYK, format as above.

Advert copy, contact

details, your brief for

'look and feel' of advert



Full Page

Document Size:

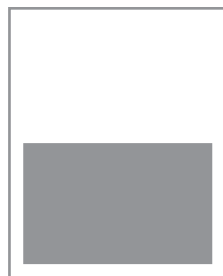
190mm x 277mm



Full Page

Document Size: 210mm

x 297mm (+3 Bleed)



Half Page Horizontal

Document Size:

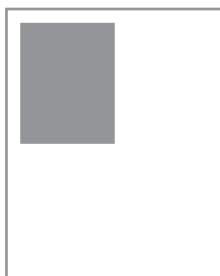
190mm x 137mm



Half Page Vertical

Document Size:

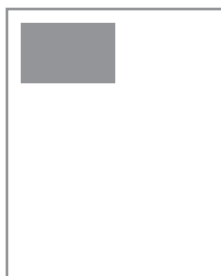
93mm x 277mm



Quarter Page

Document Size:

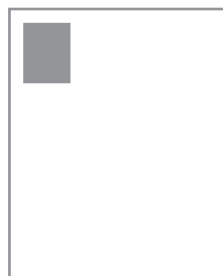
93mm x 137mm



Eighth Page

Document Size:

93mm x 66mm



Sixteenth Page

Document Size:

44mm x 66mm

Advertising rates

Size	1 advert	3 adverts	6 adverts
Full page	£350	£280	£263
1/2 page	£250	£200	£188
1/4 page	£150	£120	£113
1/8 page	£55	£44	£41
1/16 page	-	-	£29

Inside front cover:

Full page	£375	£300	£281
1/2 page	£275	£220	£206
1/4 page	£175	£140	£131

Back cover:

Full page	£400	£320	£300
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Sponsorship

6 issues: £60 per column

12 issues: £50 per column

If you are interested in sponsoring a regular column or feature, we'd be happy to discuss your ideas

Leaflet inserts

Provide your own (A5 or smaller): £350 per issue

Printing packages available on request

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Circulation

9,000 copies of the magazine are published the 1st week of every month and distributed to the following locations:

Leith area (EH6), St James Centre, Easter Road, Lochend and Abbeyhill, Trinity and Newhaven, Broughton and Canonmills, Portobello, Stockbridge and various city centre outlets.

Distribution

Distributed by the Editorial team themselves, (nice to, ahem, meet the readers), the magazines are delivered twice monthly to over 130 businesses, including...

Ocean Terminal, National Library and local libraries, community centres, local surgeries, newsagents and post offices, cafes, pubs, bars and restaurants, hotels, supermarkets, art galleries, cinemas and many other local businesses and shops.

The magazine and our readers

With approximately 40,000 readers in Leith and Edinburgh, The Leither will reach your potential customers.

Established in 2004, The Leither is a free monthly magazine with a loyal and steadily increasing readership. The diverse content of our quality magazine attracts all walks of life. A typical issue will include local news and events, politics, satire, cultural reviews, restaurant reviews, recipes, healthy living tips, animals of the world in danger and occasionally cricket.

We are read by a diverse demographic from business people to students, from families to shoppers, from cultured types to sporty types. Our website reaches thousands more...

www.leithermagazine.com

Bringing a whole new audience to The Leither and our advertisers, the website was revamped in 2011. Visitors to the site average 4,000 per month, with about 60% new visitors. We also have over 2,000 followers on Facebook and Twitter and growing. Every edition of The Leither can be read online from our homepage and promoted through Facebook and Twitter, so your advert will achieve twice the exposure.

Our website and social media presence is continuing to evolve, providing great potential for new advertising opportunities. Contact Callum to find out more.

Contact details

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📘 facebook.com/theleither

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