

# Leither

## Media Pack



### Artwork

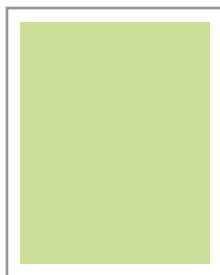
#### Artwork supplied:

Resolution: 300 dpi, CMYK. Formats accepted: PDF, JPEG, TIFF, EPS.

Complementary artwork service offered.

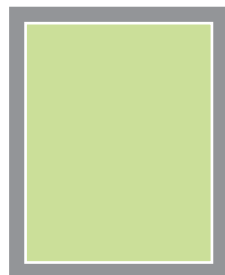
We require from you: Company logo: resolution 300dpi, CMYK, format as above.

Advert copy, contact details, your brief for 'look and feel' of advert



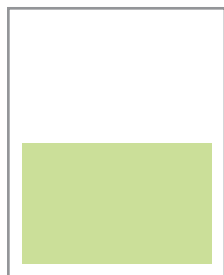
#### Full Page

Document Size:  
190mm x 277mm



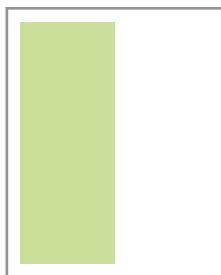
#### Full Page

Document Size: 210mm  
x 297mm (+3 Bleed)



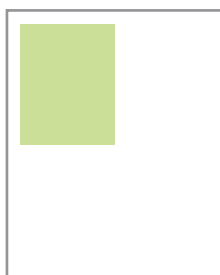
#### Half Page Horizontal

Document Size:  
190mm x 137mm



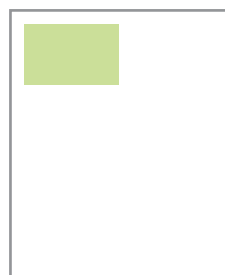
#### Half Page Vertical

Document Size:  
93mm x 277mm



#### Quarter Page

Document Size:  
93mm x 137mm



#### Eighth Page

Document Size:  
93mm x 66mm

### Advertising rates

#### Full page

£300

#### 1/4 page

£75

#### 1/2 page

£150

#### 1/8 page

£50

#### Back cover

#### Full page

£400

10%

discount if you book  
a block of three

### Sponsorship

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

# Leither **Media Pack 2019**

## Circulation

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

Leith area (EH6), Easter Road, Lochend and Abbeyhill, Trinity and Newhaven, Broughton and Canonmills, Portobello, Stockbridge, Davidson Mains, Joppa 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 more than **45,000 readers in Leith and Edinburgh**, The Leither will reach your potential customers.

Established in 2004, The Leither is a free magazine every six weeks 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](http://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 **5,000 per month**, with about 60% new visitors.

We also have over **3,000 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

📞 [www.leithermagazine.com](http://www.leithermagazine.com)

🐦 @theleither

📘 [facebook.com/theleither](https://facebook.com/theleither)

## Advertising: Sue Glancy

✉ [sue@leithermagazine.com](mailto:sue@leithermagazine.com)

☎ 07772 059 516

## Editorial: Billy Gould

✉ [billy@leithermagazine.com](mailto:billy@leithermagazine.com)

☎ 07891 560 338

