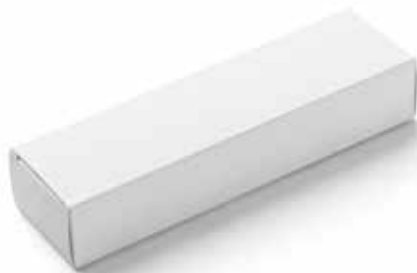


PACKAGING

SCOTLAND



MEDIA PACK **2018**

PACKAGING SCOTLAND



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, the title offers other services including tailored packages of advertising and associated company profile pieces. 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 editorial to commissioning professional photography.

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

PACKAGING SCOTLAND FEATURES 2018

JAN/MAR

- Shrink & Stretch
- Coding & Labelling
- Food Packaging
- Protective Packaging
- **MACHINERY:** Food, Robotics & Automation
- **EXHIBITION PREVIEWS:** Packaging Innovations, Label & Print and Empack)

APR/JUN

- Pharmaceutical & Medical Packaging
- Spirits & Whisky Packaging
- Glass Packaging
- Pallets & Palletisers
- Coding, Marking & Labelling
- Food Packaging
- **MACHINERY:** Checkweighing, Machine Vision

JUL/SEP

- Plastics
- Print Solutions
- Labelling & Coding
- Food Packaging
- Film
- Home Delivery Packaging
- **MACHINERY:** Filling & Bagging
- **EXHIBITION PREVIEWS:** PPMA Show

OCT/DEC

- Drinks Packaging (sections likely to be Spirits & Whisky, Glass, Design, Foils, Machinery, Labelling & Coding, Craft Breweries, Caps & Closures)
- Food Packaging
- Labelling & Coding
- Flexographic Technology
- Carton & Casing
- Review of PPMA Show and Awards
- **MACHINERY:** Checkweighing

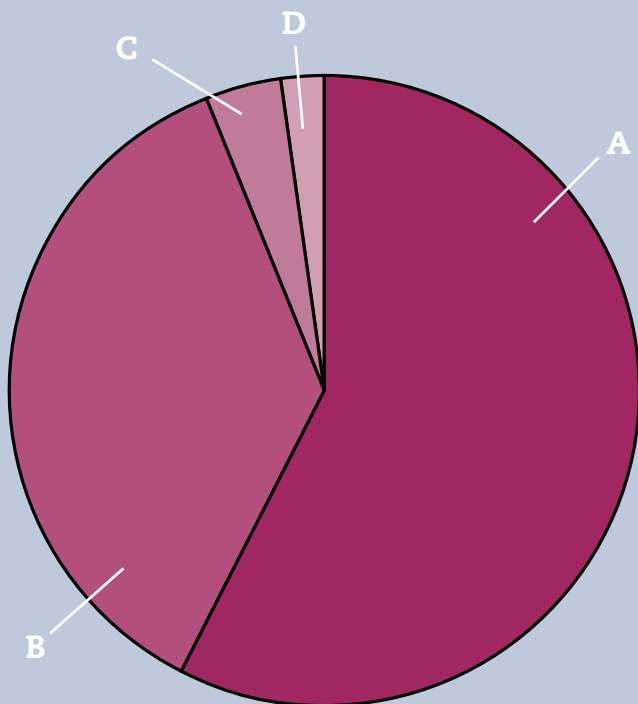


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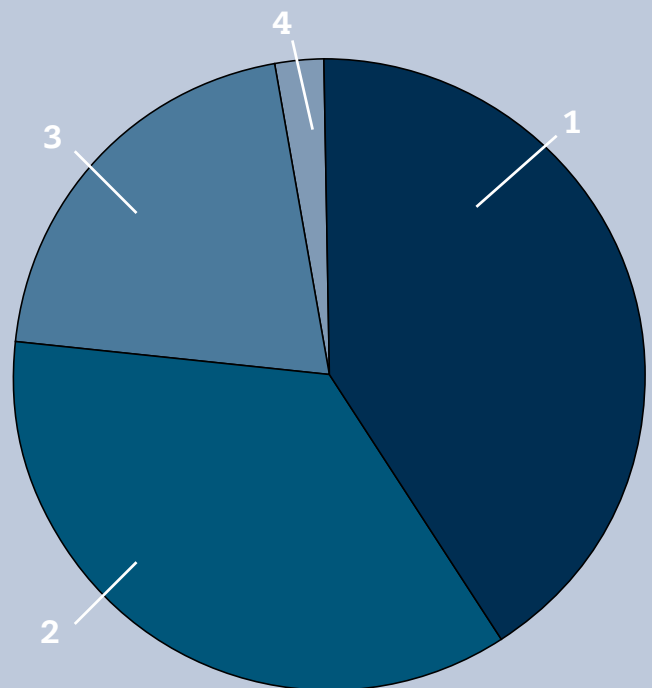
PACKAGING SCOTLAND CIRCULATION

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.



A - Scotland	57.6%
B - England	36.4%
C - Northern Ireland & Wales	4%
D - Other	2%



1 - Food & Drink	40.1%
2 - Manufacturing & Machinery	35.3%
3 - Chemical & Pharmaceutical	20.2%
4 - Other	2.5%

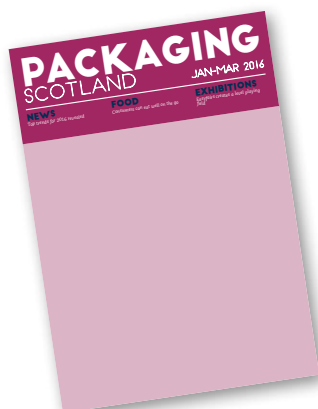
PACKAGING
SCOTLAND

Average NET Circulation
4,031
(Jan-Dec 16)
Packaging Scotland is a member of the Audit Bureau of Circulations

PACKAGING SCOTLAND

ADVERTISEMENT RATES & SPEC

To advertise phone Claire Moodie on 0141 567 6027 fax: 0141 332 2153 email: claire.moodie@peeblesmedia.com



FRONT COVER

Type area:

200mm deep x 190mm wide

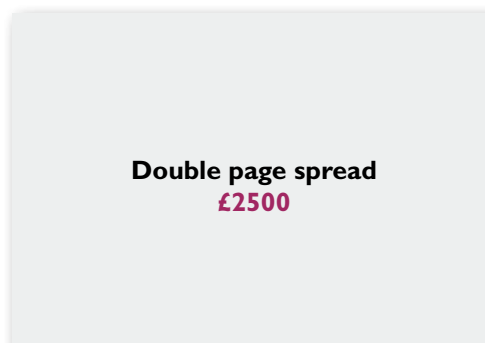
Trim:

220mm deep x 210mm wide

Bleed:

223mm deep x 216mm wide

(Masthead depth - 77mm)



DOUBLE PAGE SPREAD

Type area:

270mm deep x 400mm wide

Trim:

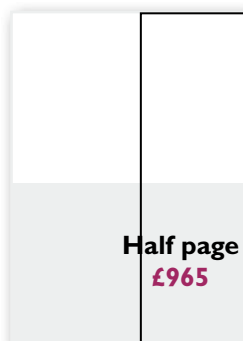
297mm deep x 420mm wide

Bleed:

303mm deep x 426mm wide

Full page
£1650

Covers
Inside Front
£1600
Inside Back
£1460
Outside Back
£1500



Half page
£965



FULL PAGE

Type area:

270mm deep x 188mm wide

Trim:

297mm deep x 210mm wide

Bleed:

303mm deep x 216mm wide



HALF PAGE

Upright

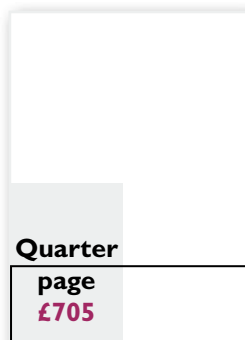
Type area:

270mm deep x 92mm wide

Landscape:

Type area:

133mm deep x 188mm wide



QUARTER PAGE

Upright:

133mm deep x 92mm wide

Landscape:

65mm deep x 188mm 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

MECHANICAL DETAILS

PACKAGING has a composite pdf workflow - refer to digital specification listed below.

Adobe Acrobat 4.0 is the required software for PDF creation.

Files should be Acrobat 3.0 compatible.

Files should be Composite PDF, CMYK colour space.

Files should contain one page per PDF.

All fonts should be embedded and sub-setted below 100%.

Images: Colour bitmap images, CMYK - effective resolution 300dpi; Greyscale bitmap images - effective resolution 300dpi; Monochrome bitmap images (linework) - effective resolution 1200dpi.

Three millimetres bleed should be included on all sides where necessary.

The original document, prior to PDF, should not contain copy-dot scans, JPEG images, Multiple Master Fonts.

Crop marks should be included and offset by 10pt.

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

File names are restricted to alpha-numeric characters, the underscore character and the fullpoint e.g. PACK_1106p01. PDF: Packaging, Packaging 2006, Page 1.

A hard-copy proof should be supplied which has been generated from the PDF file. A colour contract proof is required for colour checking, other proofs will be a content check only.

The file content is the responsibility of the originator. Test files should be submitted before production files are sent.

ADDITIONAL CHARGES

Special positions - 15%

Bleed - 10%

Agency Discount - 10%

COPY DATES Two weeks prior to publication

CANCELLATION Eight weeks prior to publications

Peebles Media Group, The Albus, 110 Brook Street, Glasgow, G40 3AP

Tel: 0141 567 6000 Fax: 0141 332 2153 (Advertising)

Email: packagingscotland.sales@peeblesmedia.com

www.packagingscotland.com | www.peeblesmedia.com

INDUSTRY UNWRAPPED

1/7th page £105 | 1/4th page £200

PACKAGING SCOTLAND

WEBSITE RATES & SPEC

To advertise phone Claire Moodie on 0141 567 6027 fax: 0141 332 2153 email: claire.moodie@peeblesmedia.com

Leaderboard
£900

◀ LEADERBOARD

Dimensions:
728px h x 90px w
Format: JPG or GIF
Resolution: 72 DPI

MPU
£650



MPU
Dimensions:
300px h x 250px w
Format: JPG or GIF
Resolution: 72 DPI

Half page
£700

Skyscraper
£500

SKYSCRAPER

Dimensions:
140px h x
480px w
Format: JPG or GIF
Resolution: 72 DPI



**Small
skyscraper**
£350

**SMALL
SKYSCRAPER**
Dimensions:
140px h x
240px w
Format: JPG or GIF
Resolution: 72 DPI



HALF PAGE
Dimensions:
600px h x 250px w
Format: JPG or GIF
Resolution: 72 DPI

Button
£250



BUTTON
Dimensions:
140px h x 60px w
Format: JPG or GIF
Resolution: 72 DPI

Directory listing
£200

DIRECTORY LISTING

Details:
Company
name, website,
telephone
number & social
media links



BACKGROUND TAKEOVER

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

ADVERTORIAL ARTICLE

£700

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

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