

# PACKAGING

## SCOTLAND

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MEDIA PACK **2019**

# 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 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 Moodie on **0141 567 6027**

# PACKAGING SCOTLAND FEATURES 2019

## JAN/MAR

- Shrink & Stretch
- Sustainable Packaging
- Coding & Labelling
- Food Packaging
- Protective Packaging
- **MACHINERY:** Food
- **EXHIBITION PREVIEWS:** Packaging Innovations including Ecopack, Contract Pack & Industrial Pack.

## APR/JUN

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

## JUL/SEP

- Plastics
- Labelling & Coding
- Food Packaging
- Paper, Board & Casing
- Film
- Home Delivery Packaging
- **MACHINERY:** Filling & Bagging, Robotics
- **EXHIBITION PREVIEWS:** PPMA Total Show

## OCT/DEC

- Drinks Packaging (*including Spirits & Whisky, Machinery, Labelling & Coding etc.*)
- Food Packaging
- Sustainable Packaging
- Labelling & Coding
- Review of PPMA Show and Awards
- **MACHINERY:** Checkweighing, Conveyors



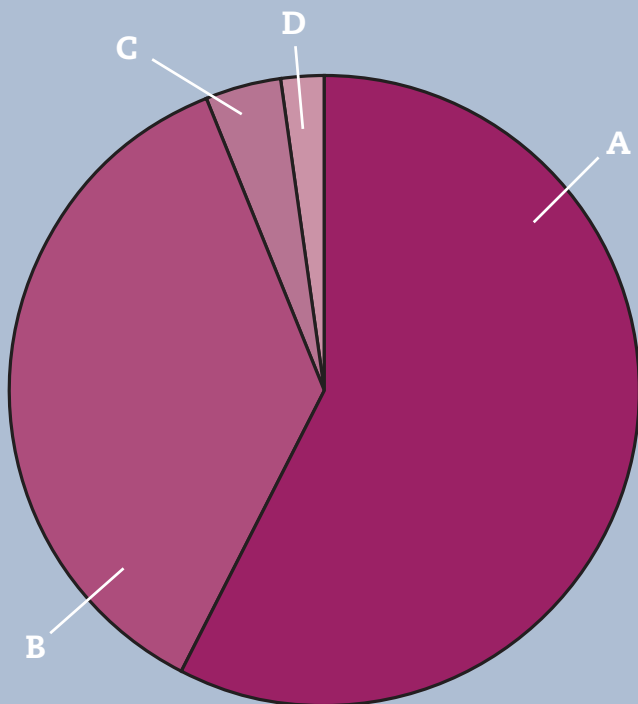
For more information please contact  
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# PACKAGING SCOTLAND

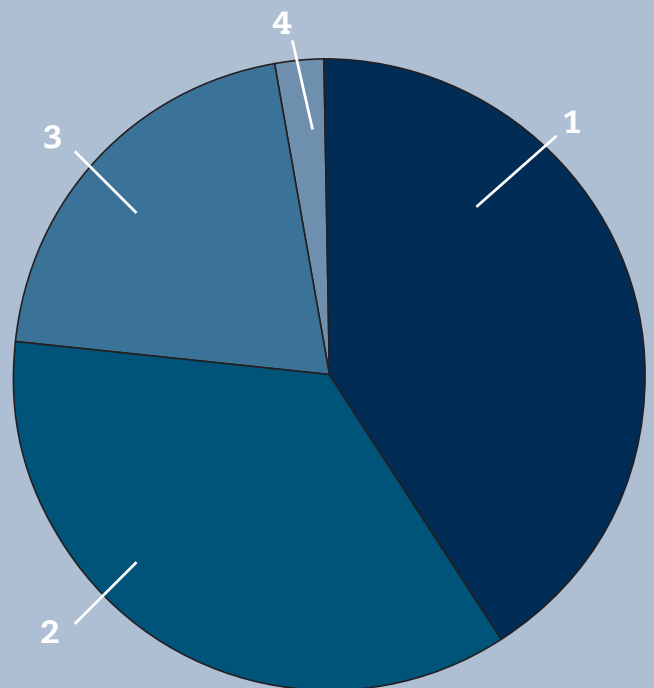
## CIRCULATION

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

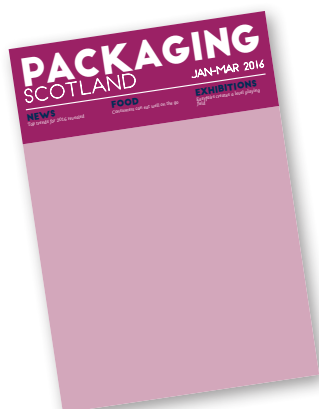


Average NET Circulation  
**4,014**  
(ABC Total Jan-Dec 2018)  
Certificate issued 02 January 2019

# PACKAGING SCOTLAND

## ADVERTISEMENT RATES & SPEC

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

Double page spread  
**£2500**

**Full page**  
**£1650**

**Covers**

**Inside Front**  
**£1600**

**Inside Back**  
**£1460**

**Outside Back**  
**£1500**



Half page  
**£965**



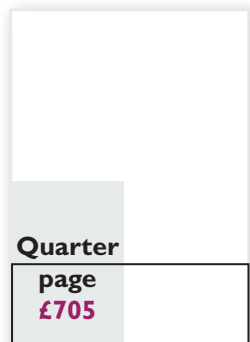
### FULL PAGE

**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  
**£705**

### 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](mailto:packagingscotland.sales@peeblesmedia.com)

[www.packagingscotland.com](http://www.packagingscotland.com) | [www.peeblesmedia.com](http://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](mailto:claire.moodie@peeblesmedia.com)

**Leaderboard**  
£900

### LEADERBOARD

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

**Half page**  
£700

**MPU**  
£650

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

**Mini MPU**  
£POE

**Skyscraper**  
£500

**SKYSCRAPER**  
**Dimensions:**  
600px h x  
120px w  
**Format:** JPG or GIF  
**Resolution:** 72 DPI

**HALF PAGE**  
**Dimensions:**  
500px h x 300px w  
**Format:** JPG or GIF  
**Resolution:** 72 DPI

**Small  
skyscraper**  
£350

**SMALL  
SKYSCRAPER**  
**Dimensions:**  
300px h x  
120px w  
**Format:** JPG or GIF  
**Resolution:** 72 DPI

**Mini MPU**  
**Dimensions:**  
200px h x 120px w  
**Format:** JPG or GIF  
**Resolution:** 72 DPI

**Button**  
£250

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

**Embedded Article Banner**  
£POE

**Directory listing**  
£200

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

**PAGE BANNER**  
**Dimensions:**  
170px h x 620px w  
**Format:** JPG or GIF  
**Resolution:** 72 DPI

### 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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