

PACKAGING SCOTLAND

MEDIA PACK 2020

Published by
peeblesmediagroup

Peebles Media Group Ltd, The Albus, 110 Brook Street, Glasgow, G40 3AP
Tel: 0141 567 6000 | www.peeblesmedia.com

THE MAGAZINE

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 LIST 2020

JAN/MAR

Drinks Update
Shrink & Stretch
Sustainability
Coding & Labelling
Food Packaging

MACHINERY:

Food

EXHIBITION PREVIEWS:

ADF&PCD and PLD Paris
Packaging Innovations, Ecopack,
Contract Pack & Fulfilment,
Empack and Label & Print
PRS Europe

APR/JUN

Pharmaceutical & Medical
Finance
Spirits & Whisky
Pallets & Palletisers
Sustainability
Coding, Marking & Labelling
Food Packaging

MACHINERY:

Vision Inspection & Systems

JUL/SEP

Drinks Update
Plastics & Film
Labelling & Coding
Food Packaging
Paper & Board
E-commerce Packaging

MACHINERY:

Robotics

EXHIBITION PREVIEWS:

PPMA Show

OCT/DEC

Drinks Packaging
Spirits & Whisky
Food Packaging
Smart Packaging
Sustainability
Labelling & Coding
Review of PPMA Show and Awards

MACHINERY:

Checkweighing

“ Packaging Scotland has been an instrumental part of our marketing strategy at YPS for many years now, delivering great results for us across many channels... Claire is always helpful, professional and full of ideas - we look forward to working with her and the Packaging Scotland team for many more years.

- Olivia Routledge, Yorkshire
Packaging Systems



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.



Scotland 57.6%

England 36.4%

Northern Ireland & Wales 4%

Other 2%



Food & Drink 40.1%

Manufacturing & Machinery 35.3%

Chemical & Pharmaceutical 20.2%

Other 2.5%



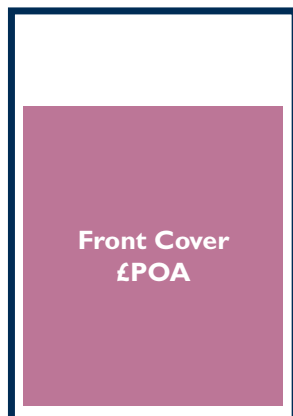
AVERAGE NET CIRCULATION

4,014

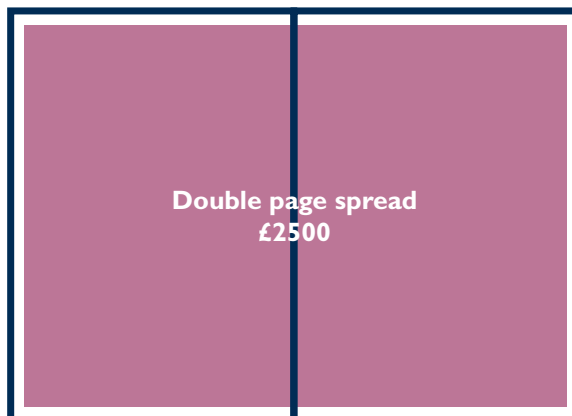
(ABC Total Jan-Dec 2018)

CERTIFICATE ISSUED 02 JANUARY 2019

PACKAGING SCOTLAND RATE CARD: PRINT



Type area: 211mm deep x 188mm wide
Trim: 231mm deep x 210mm wide
Bleed: 237mm deep x 216mm wide



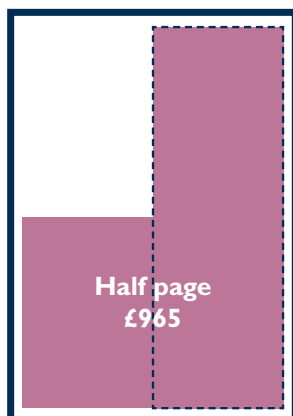
Type area: 270mm deep x 400mm wide
Trim: 297mm deep x 420mm wide
Bleed: 303mm deep x 426mm wide

INDUSTRY UNWRAPPED

1/7th page £105
 1/4th page £200



Type area: 270mm deep x 188mm wide
Trim: 297mm deep x 210mm wide
Bleed: 303mm deep x 216mm wide



Upright
 270mm deep x 92mm wide
Landscape:
 133mm deep x 188mm wide

MECHANICAL DETAILS

We operate a PDF workflow.

- Artwork should be supplied as a 300dpi, CMYK PDF.
- PDF files should be created to Pass4Press v11.
- CMYK colour space - PDFs should contain no spot colours.
- All non-printing spot colours must be converted to CMYK prior to exporting PDF.
- All fonts should be embedded or outlined.
- Live matter should be no closer than 6mm to the trim edges.

We advise supplying a good quality colour proof for colour matching purposes.

No responsibility can be taken by the publisher for inconsistencies in colour where no colour guide has been supplied.

Files should be submitted to:
alice.smith@peeblesmediagroup.com

ADDITIONAL CHARGES

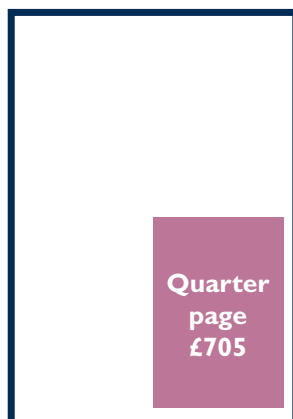
Special positions - 15%

Bleed - 10%

Agency Discount - 10%

COPY DATES Two weeks prior to publication

CANCELLATION Eight weeks prior to publications



133mm deep x 92mm 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:
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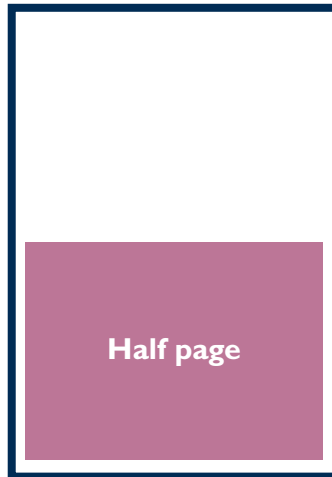
Email: packagingscotland.sales@peeblesmedia.com
www.packagingscotland.com | www.peeblesmedia.com

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

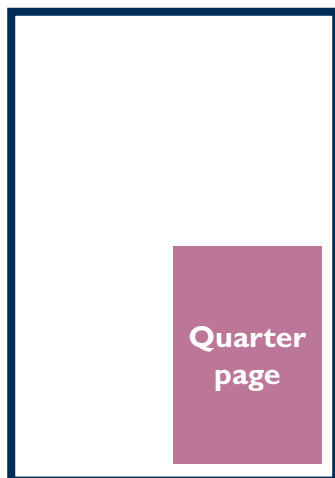
RATE CARD: CLASSIFIEDS



266mm deep x 188mm wide



120mm deep x 188mm wide



120mm deep x 92mm wide



65mm deep x 92mm wide

**You may have the header of your choice.
Please let Production know when you
are sending your artwork over.**

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PACKAGING SCOTLAND RATE CARD: DIGITAL

Leaderboard: £900
Size: 90px h x 728px w

Embedded Article Banner: £POE
Size: 170px h x 620px w

**Skyscraper:
£500**
Size:
600px h x 120px w

**Small
skyscraper:
£350**
Size:
300px h x 120px w

**Mini MPU:
£POE**
Size:
200px h x 120px w

MPU: £650
Size:
250px h x 300px w

**ADVERTORIAL ARTICLE
£700**

**TWITTER ADVERTISING
£POA**

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

**DIRECTORY LISTING
£200, Company name, website, phone
number & social media links are required**

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

All artwork should be supplied in a JPG or GIF format at 72DPI



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PACKAGING SCOTLAND

KEEP IN TOUCH!

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