PACKAGING SCOLAND MEDIA PACK 2025





ackaging 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 Craig Galbraith on **0141 567 6027**





FEATURES LIST 2025



Drinks Update Sustainability E-Commerce Coding & Labelling Food Packaging

Outsourcing Solutions Machinery: Food EXHIBITION PREVIEWS: Plastics Recycling Show Europe



APR/JUN

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



JUL/SEPT

Drinks Update Sustainable Plastics & Film Labelling & Coding Food Packaging Paper & Board E-commerce Packaging Sustainability **Machinery:** Robotics **EXHIBITION PREVIEWS:** PPMA Show



OCT/DEC

Drinks Packaging Drinks Sustainability Spirits & Whisky Food Packaging Pallets & Palletisers

Sustainability Labelling & Coding Review of PPMA Show and Awards



Features may change at the Editor's discretion

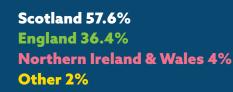
For futher information, contact **Gary Moug** (Editor) on **0141 567 6003** or **gary.moug@peeblesmedia.com**





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.



Food & Drink 40.1% Manufacturing & Machinery 35.3% Chemical & Pharmaceutical 20.2% Other 2.5%



AUDIENCE & REACH

7,300 monthly pageviews

9,600 social media followers





For more information please contact Craig Galbraith on **0141 567 6027**



Print

£2500
£1650
£965
£705
£4000
£1600
£1460
£1500
On Application
£105
£200

Inserts: From as little as £1500 Dependent on weight & circulation

Online

Execution	Frequency	Cost
Exclusive Website Takeover:	Fortnight	£1000
Leaderboard, Skyscrapers & MPU	Month	£1750
Premium package: Banner, Premium MPU and Double MPU	Fortnight	£1000
	Month	£1750
Billboard	Fortnight	£750
	Month	£1250
Popover	Fortnight	£800
	Month	£1400
Banner	Fortnight	£425
	Month	£800
MPU	Fortnight	£400
	Month	£750
Background Skin		£500
Bespoke Video Content		From £1000
Co-branded Social Media Campaign		From £425
Bespoke Email Campaign		£600 per email
Newsletter Sponsorship		£600 per email
Sponsored Homepage Article		£725
Digital Directory (12 month subscription)		£125

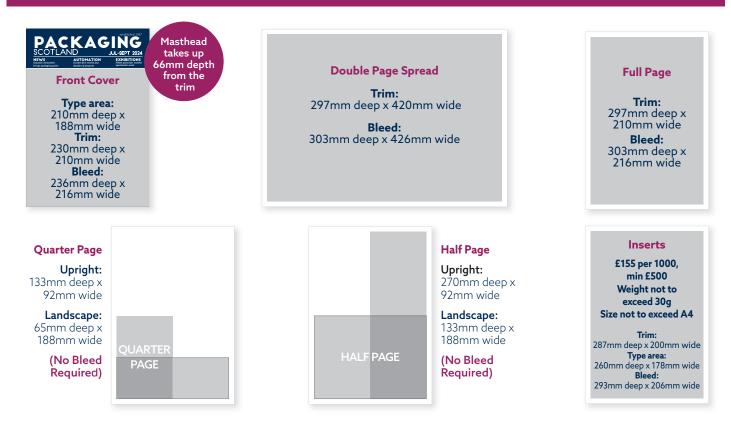
Bespoke opportunities available on request

To advertise, call **Craig Galbraith** on **0141 567 6027** or **craig.galbraith@peeblesmedia.com**



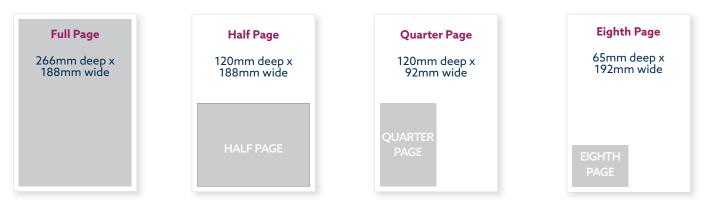
PACKAGING SCOTLAND Print Advert Spec

For further information contact: Caroline Maciver Production Manager Tel: 0141 567 6063 Email: caroline.maciver@peeblesmedia.com Address: The Albus, 110 Brook Street, Glasgow, G40 3AP



Classified Advert Spec

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



Digital Files

Print-ready files must be supplied be in PDF format, in high-resolution at 300dpi and CMYK colour space.

PDF Standard: PDF/X-1a:2001.

Crop marks required for ads with bleed.

PDFs should contain no spot colours - all spot colours or RGB should 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.

Files under 20MB can be emailed to caroline.maciver@peeblesmedia.com, or linked via Dropbox/ WeTransfer/Specle.

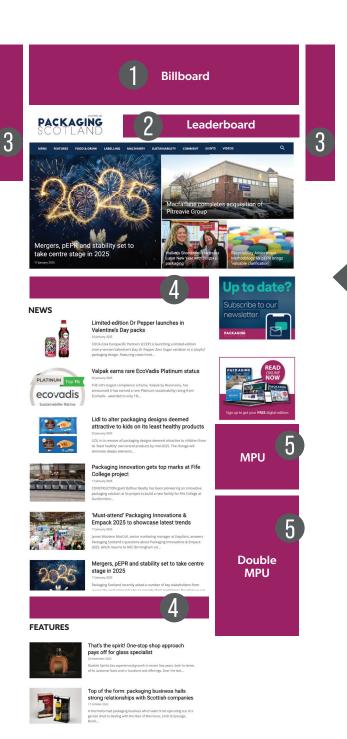
Colour

Presses are run to standard ink densities. The colour management system ensures that the balance of colours across the print run are at an acceptable level. If you have strict branding or colour guidelines to follow **you must supply a GMG colour certified, or colour correct proof for the press operator to match to** – we will take no responsibility for colour inaccuracies when no colour certified proof has been supplied by the advertiser. Speak to your production agent to organise this.

Graphic Designers: Before submitting artwork, please double check that artwork has been supplied the correct size, resolution, and has 3mm bleed (where specified) added – please check all three elements are correct before submitting artwork to Production.



WEBSITE ADVERTISING



- **1 Top Position (shared)** Billboard: 1,064px × 246px Super leaderboard: 1,068px × 132px
- 2 Header (shared) Leaderboard: 728px x 90px Button: 200px x 90px
- 3 Scrolling Skyscrapers (left and right of site): 120px x 600px
- 4 Banners (above and/or below content): 728px x 90px
- 5 Sidebar (shared) MPU: 300px x 250px Double MPU: 300px x 600px
- 6 Embedded Within All articles (not pictured) Premium MPU: 300px x 250px
- 7 Popover (Not pictured) MPU: 300px x 250px Double MPU: 300px x 600px



www.packagingscotland.com

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PACKAGING SCOLAND

Keep in touch!

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