



PACKAGING SCOTLAND

MEDIA PACK 2026



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 Gary Woodburn on **0141 567 6017**



FEATURES LIST 2026

Features may change at the Editor's discretion

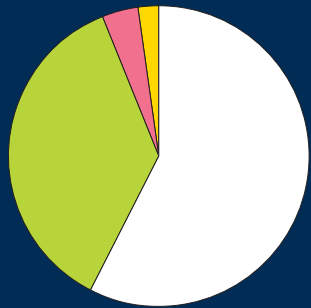
Q1			Q2		
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
• Drinks Update • Sustainability • E-Commerce • Coding & Labelling • Food Packaging • Outsourcing Solutions Machinery: Food EVENT FEATURE COPY DEADLINE: 11/12/25			• Pharmaceutical & Medical • Spirits & Whisky • Coding, Marking & Labelling • Pallets & Palletisers • Sustainability • Food Packaging • Transport & Logistics EVENT REVIEW FEATURE COPY DEADLINE: 26/3/26		
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
• Drinks Update • Sustainable Plastics & Film • Labelling & Coding • Food Packaging • Paper & Board • E-commerce Packaging • Sustainability Machinery: Robotics EVENT FEATURE COPY DEADLINE: 9/7/26			• Drinks Packaging • Drinks Sustainability • Spirits & Whisky • Food Packaging • Pallets & Palletisers • Sustainability • Labelling & Coding EVENT REVIEW FEATURE COPY DEADLINE: 18/9/26		
Q3			Q4		

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

CIRCULATION

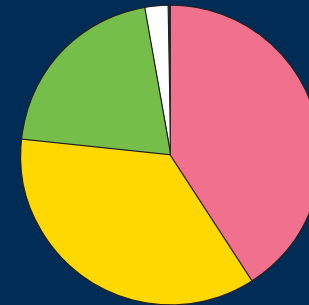
Packaging Scotland's continually updated circulation database ensures that the magazine reaches the decision-makers in the packaging industry across the whole of Scotland, from the Borders to the Shetland Isles.

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%



AUDIENCE & REACH

8,500 monthly pageviews

10k+ social media followers

For more information please contact Gary Woodburn on **0141 567 6017**



CIRCULATION (AVERAGE PER ISSUE)

3,992

(ABC Total Jan-Dec 2020)

RATE CARD

Online

Execution	Frequency	Cost
Exclusive Website Takeover:	Fortnight	£1000
Leaderboard, Skyscrapers & MPU	Month	£1750
Premium package: Banner,	Fortnight	£1000
Premium MPU and Double MPU	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
LinkedIn Newsletter Sponsor		£500

Bespoke opportunities available on request

Print

Size	Cost
Double Page Spread	£2500
Full Page	£1650
Half Page	£965
Quarter Page	£705
Front Cover	£4000
Inside Front Cover	£1600
Inside Back Cover	£1460
Outside Back Cover	£1500
Special Creative	On Application
Industry Unwrapped (1/7th page)	£105
Industry Unwrapped (1/4 page)	£200
Business Profile (4 page spread)	£3500

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

To advertise, call **Gary Woodburn** on **0141 567 6017** or **gary.woodburn@peeblesmedia.com**

PACKAGING SCOTLAND

Print Advert Spec

For further information contact:

Olivia Espie

Graphic Designer & Production Assistant

Tel: 0141 567 6012

Email: olivia.espie-peters@peeblesmedia.com

Address: The Albus, 110 Brook Street, Glasgow, G40 3AP

**PACKAGING
SCOTLAND**

Masthead
takes up
66mm depth
from the
trim

Front Cover

Type area:
210mm deep x
188mm wide
Trim:
230mm deep x
210mm wide
Bleed:
236mm deep x
216mm wide

Double Page Spread

Trim:
297mm deep x 420mm wide
Bleed:
303mm deep x 426mm wide

Full Page

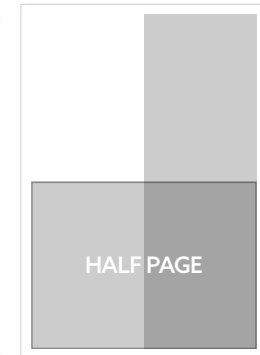
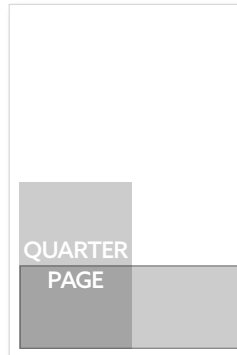
Trim:
297mm deep x
210mm wide
Bleed:
303mm deep x
216mm wide

Quarter Page

Upright:
133mm deep x
92mm wide

Landscape:
65mm deep x
188mm wide

**(No Bleed
Required)**



Half Page

Upright:
270mm deep x
92mm wide

Landscape:
133mm deep x
188mm wide

**(No Bleed
Required)**

Classified Advert Spec

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

Inserts

**£155 per 1000,
min £500**
**Weight not to
exceed 30g**
Size not to exceed A4

Trim:
287mm deep x 200mm wide
Type area:
260mm deep x 178mm wide
Bleed:
293mm deep x 206mm wide

Full Page

266mm deep x
188mm wide

Half Page

120mm deep x
188mm wide

HALF PAGE

Quarter Page

120mm deep x
92mm wide

QUARTER
PAGE

Eighth Page

65mm deep x
192mm wide

EIGHTH
PAGE

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.**

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 olivia.espie-peters@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.

WEBSITE ADVERTISING

The screenshot shows the Packaging Scotland website layout with the following numbered callouts:

- 1 Billboard:** Located at the top of the page, above the main navigation bar.
- 2 Leaderboard:** Located below the main navigation bar, spanning the width of the content area.
- 3 Scrolling Skyscrapers:** Located on the far left and right sides of the page, running vertically alongside the main content.
- 4 Banners:** Located within the main content area, interspersed between article blocks.
- 5 Sidebar (shared):** Located on the right side of the page, containing a 'Up to date?' newsletter sign-up and a 'READ ON NOW' button.
- 6 Embedded Within:** Located within the main content area, appearing as small ads within the text of articles.
- 7 Popover (Not pictured):** Indicated by a callout but no specific visual is provided in the screenshot.

1 Top Position (shared)

Billboard: 1,064px x 246px
Super leaderboard: 1,068px x 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

To advertise, call **Gary Woodburn** on **0141 567 6017** or email **gary.woodburn@peeblesmedia.com**

www.packagingscotland.com

[f](#) packagingscotland/ [in](#) packagingscotland [X](#) packscot

PACKAGING SCOTLAND

Keep in touch!

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