

Since 1964

scottish  
licensed  
trade

# news

Dedicated to the trade



**MEDIA PACK 2017**



## Who we are

Scottish Licensed Trade News is the only ABC title circulating in Scotland for licensees in the leisure and hospitality industry.

As the leading fortnightly title SLTN serves the pub, restaurant, hotel and nightlife sectors in Scotland. Distributed free of charge to over 15,000 licensees of independent businesses, tenants and leaseholders, head offices of pub companies, restaurant groups, hoteliers and club owners – direct to those with buying responsibility and influence on decision-making processes.

SLTN offers comprehensive coverage of the Scottish on-trade helping you to deliver your marketing communications across print, online and face to face through the SLTN Awards.

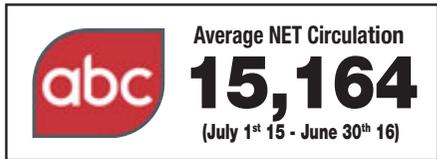
Launched in 1964, SLTN has grown with the trade through the years and we can help you grow in an increasingly noisy environment through our print and online presence.



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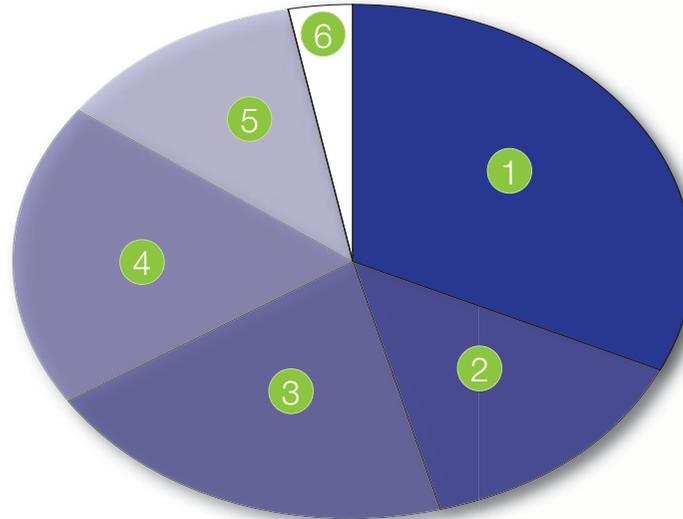
## Total Net Circulation



SLTN gives comprehensive coverage of the licensed and hospitality trade reaching:

- Pubs
- Clubs
- Nightclubs
- Late night venues
- Hotels
- Restaurants
- Wholesalers
- Cash & carries
- Off-licences
- Subscribers
- Head offices

- 1 Pubs 32%
- 2 Clubs/Nightclubs/Late night venues 14%
- 3 Hotels 20%
- 4 Restaurants 19%
- 5 Wholesalers/Cash & carries/Off-licences 12%
- 6 Subscribers/Head offices 3%



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## Features

Every issue of SLTN includes several features on a variety of topics. These range from tips, ideas and case studies of how to make the most of events and drive extra footfall to the analysis of trends in the on-trade, the development of brands and product launches. In every issue we have a focus on one or more drinks categories as well as the products and services essential for success.

Food is also pulled into focus, covering events, exhibitions and trends in the industry with advice and case studies to help licensees get the most from their food offer.



## Features List

### JANUARY 5TH

- Beer
- Whisky
- Healthier Options
- Pub Companies
- Drinks Wholesale
- Entertainment

B: 5th Dec C: 13th Dec

### JANUARY 19TH

- Valentine's
- Rugby Season
- Gin & Premium Tonics
- Soft Drinks & Mixers
- Venue Designers & Contractors
- Utilities
- Insurance
- Catering Equipment
- Food Hygiene Training

B: 19th Dec C: 10th Jan

### FEBRUARY 2ND

- Breweries
- Premium Brands
- Bottled Water
- Cellar Management
- Technology
- Finance & Loans
- Free-from

B: 16th Jan C: 24th Jan

### FEBRUARY 16TH

- Cider
- Rum
- Vodka
- Hot Beverages
- Accountancy
- Scottish Produce
- Food Waste
- Fryers

B: 27th Jan C: 7th Feb

### MARCH 2ND

- Lager
- Scottish Drinks Brands
- Cocktails
- Low & No Alcohol Brands
- Training
- Bar Snacks
- BBQs & Outdoor Areas

B: 13th Feb C: 21st Feb

### MARCH 16TH

- Gin & Premium Tonics
- Summer Drinks
- Licensing Law
- Entertainment
- Cookers, Ovens & Ranges
- Foodservice Brands
- Microwaves

B: 27th Feb C: 7th Mar

### MARCH 30TH

- Craft Spirits
- Craft Beer
- Wine
- Drinks Wholesale
- Pub Companies
- Finance & Loans
- 30 Under 30
- Coffee

B: 13th Mar C: 21st Mar

### APRIL 13TH

- Premium Brands
- RTDs
- Soft Drinks & Mixers
- THE PUB GUIDE: products, services and drinks categories

B: 27th Mar C: 4TH Apr

### APRIL 27TH

- Gin & Premium Tonics
- Rum
- Summer Drinks
- Venue Designers & Contractors
- Cleaning
- BBQs
- Health & Safety
- Refrigeration & Freezers

B: 10th Apr C: 18th Apr

### MAY 11TH

- Bottled Beer
- Brand History
- Commercial Property Agents
- Cellar Management
- Technology
- Outdoor Furniture

B: 24th April C: 2nd May

### MAY 25TH

- Cider
- Vodka
- Healthier Options
- Training
- Bar Equipment
- Foodservice Wholesalers
- Hot Beverages
- Recruitment Agencies

B: 8th May C: 16th May

### JUNE 8TH

- Bottled Beer
- Summer Drinks
- Father's Day Whisky
- Workwear
- Insurance
- Bottle Coolers
- Furniture

B: 22nd May C: 30th May

### JUNE 22ND

- Craft Spirits
- Rum
- Low & No Sugar Soft Drinks
- Licensing Law
- Scottish Produce
- Catering Equipment
- Fresh Produce Suppliers

B: 5th June C: 13th June

### JULY 6TH

- Beer
- Low & No Alcohol Brands
- Summer Drinks
- Gin
- Bar Snacks
- Accountancy
- Live Sport

B: 19th June C: 27th June

### JULY 20TH

- Premium Spirits & Mixers
- Wine
- Security – Staff & CCTV
- Finance & Loans
- Microwaves
- Outdoor Catering & BBQs
- Cookers & Ovens

B: 3rd July C: 11th July

### AUGUST 3RD

- Craft Beer
- Scottish Drink Brands
- Pub Companies
- Technology
- Glass Washing

B: 17th July C: 25th July

### AUGUST 17TH

- Top Brands Scottish On-Trade (Top 75 and Top 5 Category)
- Freshers
- Marketing
- Drinks Wholesalers
- Designers & Contractors
- Fryers
- Health & Safety
- Food Waste

B: 31st July C: 8th Aug

### AUGUST 31ST

- Ale
- Rum
- Healthier Options
- Cellar Management
- Entertainment
- Bar Refrigeration
- Promotional Materials

B: 14th Aug C: 22nd Aug

### SEPTEMBER 14TH

- Whisky
- Gin
- Cocktails
- Hot Beverages
- Training
- Equipment
- EPOS
- Foodservice Wholesalers

B: 28th Aug C: 5th Sept

### SEPTEMBER 28TH

- Beer
- Christmas Drinks
- Soft Drinks
- Furniture
- Restaurant Supplies
- Licensing

B: 11th Sept C: 19th Sept

### OCTOBER 12TH

- Brand Distributors & Portfolios
- Wine
- Cider
- Workwear
- Free-from
- Insurance

B: 25th Sept C: 3rd Oct

### OCTOBER 26TH

- Christmas Drinks
- Young Adult Brands
- Pub Companies
- Drinks Wholesalers
- Refrigeration
- Glassware & Tableware
- Kitchen Cleaning

B: 9th Oct C: 17th Oct

### NOVEMBER 9TH

- Beer
- Whisky
- Gin
- Designers & Contractors
- Security – CCTV
- Point of Sale Systems

B: 23rd Oct C: 31st Oct

### NOVEMBER 23RD

- Christmas Drinks
- Rum
- Cocktails
- Cellar Management
- Christmas Wholesale
- SLTN: Awards Review
- Scottish Produce
- Microwaves
- Food Safety

B: 6th Nov C: 14th Nov

### DECEMBER 7TH

- Whisky: New Year and Burns Night
- Must Stock Brands
- Low & No Alcohol
- Premium Brands
- Bar Snacks
- WALLPLANNER
- Delivered Food Wholesale

B: 20th Nov C: 28th Nov





## Display Advertising

### WRAPS

Attached to your selected advert edition and incorporating the SLTN masthead, your communication will be the first thing that our readers see. The cover wrap is the most sought-after advertising position when announcing launches, campaigns, brand extensions, initiatives, etc.

### BELLY BANDS

An interactive creative, consisting of a printed band that is wrapped around SLTN and linked into the centre-spread.

### INSERTS

Your leaflet or booklet is inserted within SLTN. This is a very cost effective mechanism that has worked brilliantly for suppliers who have a wide portfolio of products to promote. It is equally effective for a social media campaign.

### BESPOKE CREATIVES

Specific creative can be developed such as advertorials, section sponsorship, gatefolds, in-paper teasers, polybags. We can even create and develop a supplement on your business or category.

### TIP-ONS

Tip-ons can be used within your advertising or on a front cover wrap. This is not only a great way to attract your target audiences' attention but also a fun technique for displaying POS.



### COVER WRAPS

2 Page Wrap: £6140  
3 Page Wrap: £9140  
4 Page Wrap: £11760  
Back Cover: £3000

Type: 320mm x 227mm  
Bleed: 346mm x 251mm  
Trim: 340mm x 245mm  
(Masthead takes up 76mm depth from the trim). Please call to request masthead for positioning



### FULL PAGE £2620

Type:  
320mm x 227mm  
Bleed:  
346mm x 251mm  
Trim:  
340mm x 245mm



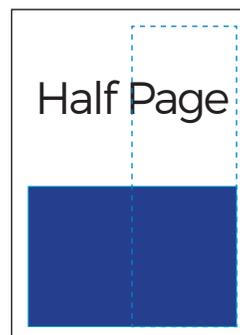
### DPS £5260

Type:  
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Bleed:  
346mm x 496mm  
Trim:  
340mm x 490mm



### FRONT PAGE SOLUS £1220

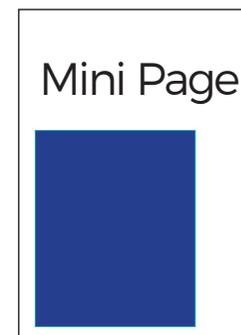
Type:  
100mm x 87mm  
(Portrait)



### HALF PAGE £1650

Type:  
158mm x 227mm  
(Landscape)

Type:  
320mm x 111mm  
(Portrait)

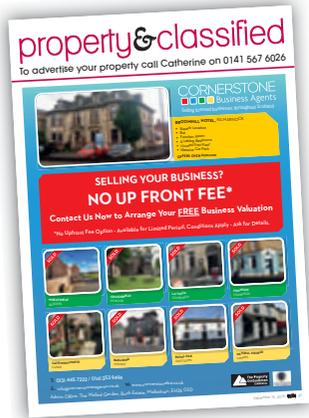


### MINI PAGE £1995

Type:  
200mm x 169mm  
(Portrait)

## Property Advertising

SLTN has a dedicated property section in print and online.



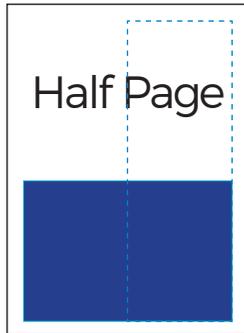
## Classified Advertising

The fortnightly choice to advertise products and services.



◀ **FULL PAGE**

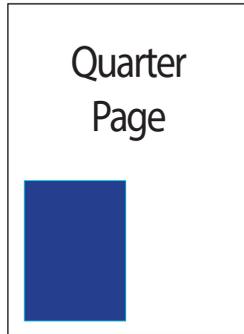
Type:  
309mm x 227mm



◀ **HALF PAGE**

Type:  
150mm x 227mm  
(Landscape)

Type:  
309mm x 111mm  
(Portrait)



◀ **QUARTER PAGE**

Type:  
150mm x 111mm  
(Portrait)



## SLTN Awards

For 2017 sponsorship opportunities contact **Catherine Wheeler** on 0141 567 6026 before February 2017.

- Beer Quality Award
- Unsung Hero
- Social Responsibility Award
- Independent Pub/Bar of the Year
- Licensee of the Year
- Restaurant of the Year
- Sports Bar of the Year
- Independent Multiple Operator of the Year
- Cocktail Bar of the Year
- Bartender of the Year
- Whisky Bar of the Year

- Industry Achievement Award
  - Craft Spirits Enthusiast
  - Wine Personality of the Year
  - Late Night Bar of the Year
  - Concept Venue of the Year
  - New Business of the Year
  - Nightclub of the Year
  - Entrepreneur of the Year
  - Mixologist of the Year
  - Craft Beer Award
- Other categories are also available.



SLTN  
awards  
2017



## Online Display Advertising

The SLTN website [www.sltm.co.uk](http://www.sltm.co.uk) attracts over 15,000 unique visitors every month.

From a marketing perspective the site can help build brand awareness or offer several solutions for lead generation. Each campaign is supported by full statistics on the performance of the execution.

[sltm.co.uk](http://sltm.co.uk) is regularly updated with concise and informed content and, through its social media channels on Twitter and Facebook, SLTN is able to engage directly with the trade on a daily basis.

### HOMEPAGE/GENERAL

- |  |   |
|--|---|
| <p><b>1. Homepage Leaderboard</b><br/>728 x 90px<br/><b>£850</b> 14 days</p> | <p><b>4. Sidebar Skyscraper</b><br/>120 x 600px<br/><b>£750</b> 14 days</p> |
| <p><b>2. Sidebar MPU</b><br/>300 x 250px<br/><b>£500</b> 14 days</p>         | <p><b>5. Sidebar MPU</b><br/>300 x 250px<br/><b>£500</b> 14 days</p>        |
| <p><b>3. Sidebar Half Page</b><br/>300 x 600px<br/><b>£750</b> 14 days</p>   | <p><b>6. Small Skyscraper</b><br/>120 x 300px<br/><b>£450</b> 14 days</p>   |



### OUTER

- Left Skyscraper**  
120 x 600px  
**£750** per month
- Right Skyscraper**  
120 x 600px  
**£750** per month
- Left & Right Skyscrapers**  
120 x 600px  
**£1500** per month





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ASSISTANT ADVERTISING MANAGER

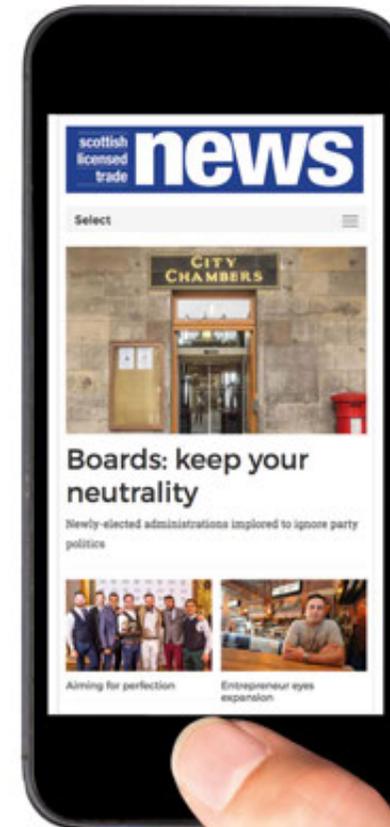
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## Want to subscribe to SLTN?

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