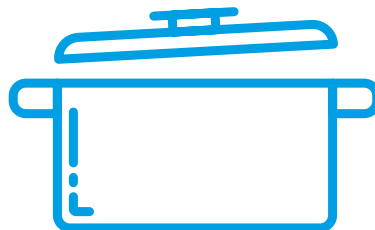
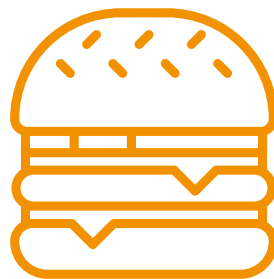


scottish
licensed
trade

news



Scottish Licensed Trade News

Media Pack 2018

www.sltn.co.uk

SLTN
Awards
annually
672

(2017 attendees)

SLTN
fortnightly
trade
newspaper
15,112 

scottish
licensed
trade **news**

**BRAND
UNIVERSE
40,799**

social media
followers
 **3779**  **1236**
total: **5015**

website
audience
20,000
(avg. views
per month)

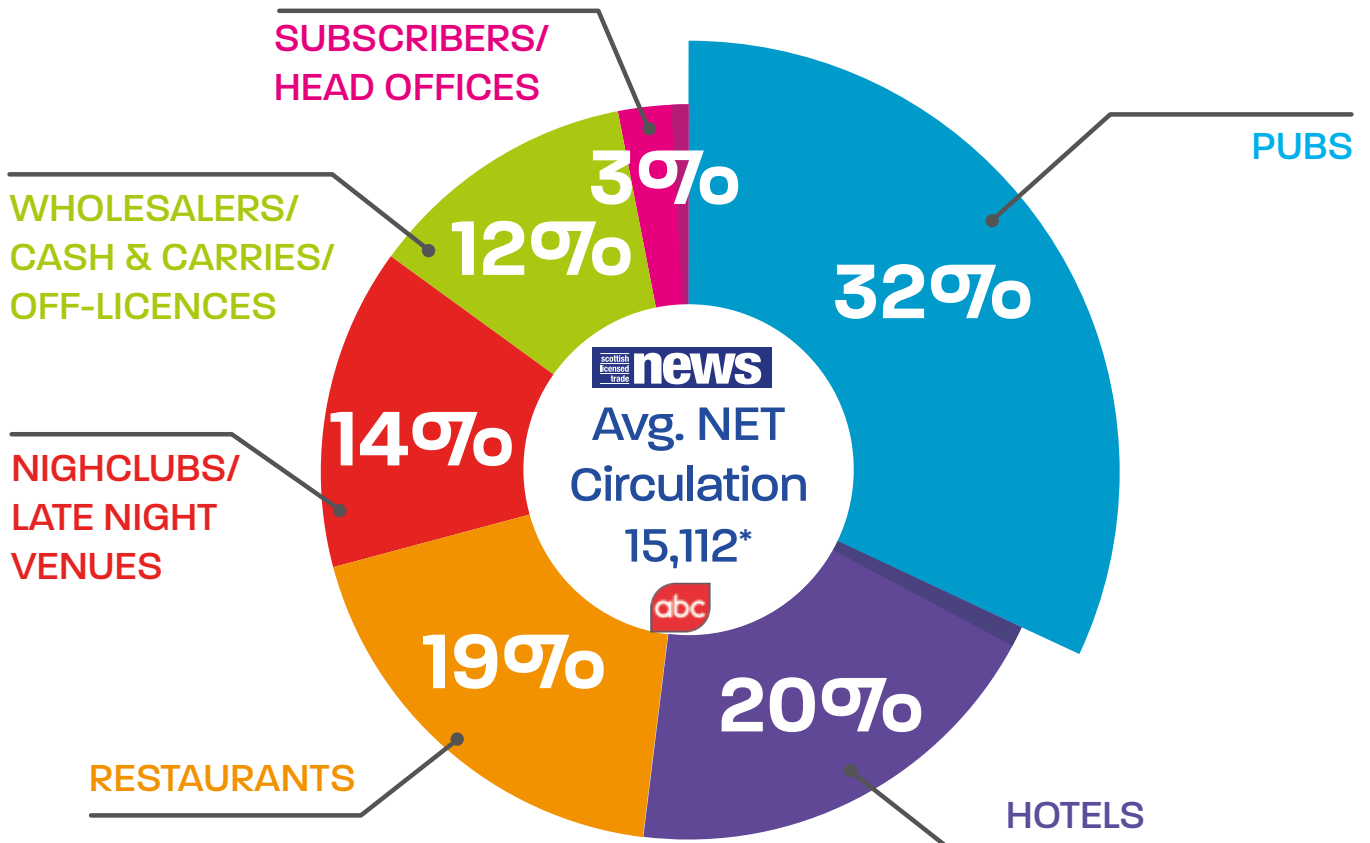
Print Circulation

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

- Pubs
- Nightclubs & late night venues
- Hotels
- Restaurants
- Wholesalers and cash & carries
- Off-licences
- Subscribers
- Head offices



Total Circulation



*July 1 2016 - June 30 2017

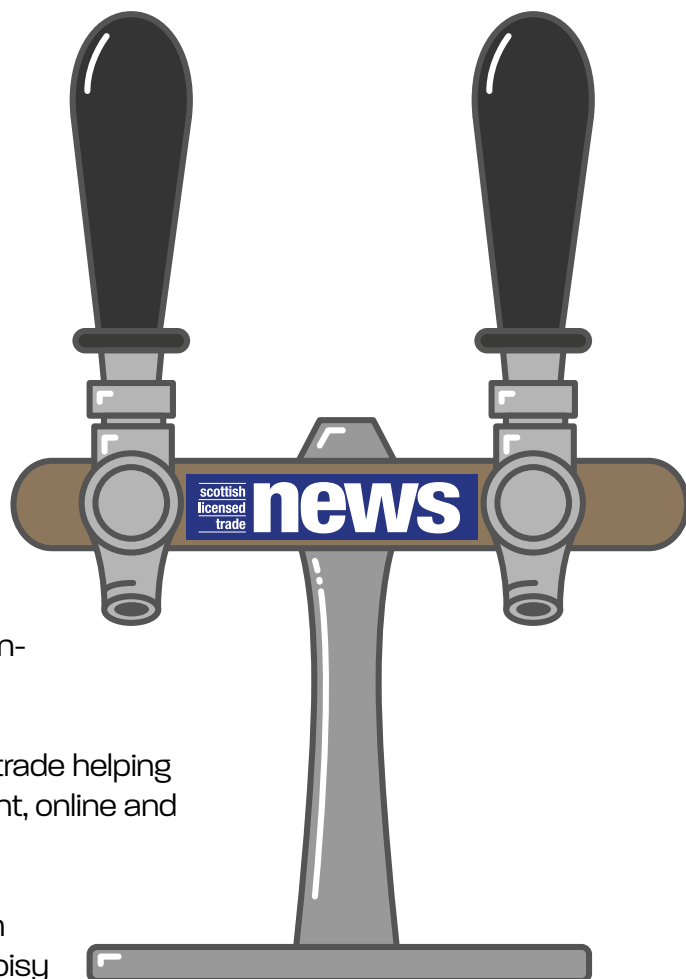
Who Are We?

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, casual dining, hotel and late night 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.



As a company specialising in the sale of licensed premises throughout Scotland, we cannot over-emphasise the importance to us of advertising in the Scottish Licensed Trade News, and the wide reaching audience that it offers us within the licensed sector. This provides us with an unquestionable return on investment, by way of both company profile and new business opportunities.

**Jonathan Clough | Director
Smith & Clough Business Associates**

Maitre'D by Posera has been advertising with SLTN for over ten years and, throughout this time, we have received many leads which have been converted into customers. The staff at SLTN are very knowledgeable in the trade and are always professional in their approach. As we are based in Glasgow, it's important to partner with someone who has a keen insight into the Scottish market and can effectively promote our product. The SLTN Awards is also a great opportunity to network with existing and potential customers.

**Carmelina Murdaca
Posera**

At William Grant & Sons we see SLTN as a hugely important publication. As well as providing information about all the goings on in the trade, it's also a great educational piece in terms of category and product knowledge, support with Scottish legislation and it really gives a voice to the licensed trade. For the past few years we've been involved with the SLTN Awards as we believe this is an extremely positive way of really helping support and highlight all the fantastic operators, bartenders and venues in the Scottish trade. We are looking forward to sponsoring two awards for the first time this year and continuing our relationship with SLTN.

**Tara Connolly | Regional Sales Manager
William Grant & Sons UK Ltd**

| PUBLICATION DATE | CATERING | FOOD | DRINKS | PRODUCTS & SERVICES |
|--|---|--|---|--|
| January 4 | <ul style="list-style-type: none"> ● Kitchen Cleaning | <ul style="list-style-type: none"> ● Scottish Food | <ul style="list-style-type: none"> ● Whisky: Burns Night ● Healthier Options | <ul style="list-style-type: none"> ● Drinks Wholesale ● Tenancy & Leasing |
| January 18 | <ul style="list-style-type: none"> ● Microwaves | <ul style="list-style-type: none"> ● Burgers | <ul style="list-style-type: none"> ● Beer: Rugby Season | <ul style="list-style-type: none"> ● New Builds & Refurbishment ● Insurance |
| February 1 | <ul style="list-style-type: none"> ● Food Safety (Training & Equipment) | <ul style="list-style-type: none"> ● Seafood | <ul style="list-style-type: none"> ● Gin & Premium Tonics ● Bottled Water | <ul style="list-style-type: none"> ● Online Reservation Systems ● Cellar Management |
| February 15 <i>'Preparing for the Sugar Tax'</i> | <ul style="list-style-type: none"> ● Fryers ● Oils | <ul style="list-style-type: none"> ● Chips | <ul style="list-style-type: none"> ● Cider ● Rum | <ul style="list-style-type: none"> ● Hot Beverages ● Flooring |
| March 1 | <ul style="list-style-type: none"> ● Food Wholesale | <ul style="list-style-type: none"> ● Sharing Platters | <ul style="list-style-type: none"> ● Lager ● Spring Cocktails: pull-out | <ul style="list-style-type: none"> ● Finance & Loans ● Training |
| March 15 <i>'Al Fresco Issue'</i> | <ul style="list-style-type: none"> ● BBQs | <ul style="list-style-type: none"> ● BBQ Food | <ul style="list-style-type: none"> ● Summer Drinks | <ul style="list-style-type: none"> ● Outdoor Furniture |
| March 29 | <ul style="list-style-type: none"> ● Pizza Ovens & Prep Equipment | <ul style="list-style-type: none"> ● Pizza | <ul style="list-style-type: none"> ● Craft Spirits ● Craft Beer (Directory) | <ul style="list-style-type: none"> ● Pub Companies ● Entertainment |
| April 12 <i>Bar Guide Supplement</i> | <ul style="list-style-type: none"> ● Linen ● Linen Services | <ul style="list-style-type: none"> ● Breakfast | <ul style="list-style-type: none"> ● Vodka | <ul style="list-style-type: none"> ● Wine Suppliers |
| April 26 | <ul style="list-style-type: none"> ● Fridges & Freezers | <ul style="list-style-type: none"> ● Ice Cream & Desserts | <ul style="list-style-type: none"> ● Gin & Premium Tonics ● Tequila | <ul style="list-style-type: none"> ● New Builds & Refurbishment ● Lighting |
| May 10 | <ul style="list-style-type: none"> ● Glassware | <ul style="list-style-type: none"> ● World Foods | <ul style="list-style-type: none"> ● Bottled Beer ● Liqueurs | <ul style="list-style-type: none"> ● Commercial Property Agents ● Beer Dispense |
| May 24 | <ul style="list-style-type: none"> ● Microwaves | <ul style="list-style-type: none"> ● Italian Food | <ul style="list-style-type: none"> ● Rum ● Cider | <ul style="list-style-type: none"> ● Recruitment Agencies |
| June 7 | <ul style="list-style-type: none"> ● Back-Bar Refrigeration & Ice Machines | <ul style="list-style-type: none"> ● Summer Food | <ul style="list-style-type: none"> ● Summer Drinks | <ul style="list-style-type: none"> ● Workwear and Uniforms ● Marketing and POS Materials |
| June 21 | <ul style="list-style-type: none"> ● Food Hygiene | <ul style="list-style-type: none"> ● Asian Food | <ul style="list-style-type: none"> ● Japanese Whisky ● Summer Cocktails: pull-out ● Low and No-Alcohol | <ul style="list-style-type: none"> ● Licensing Law ● Art |
| July 5 | <ul style="list-style-type: none"> ● Kitchen Cleaning | <ul style="list-style-type: none"> ● Burgers | <ul style="list-style-type: none"> ● Beer ● Summer Drinks | <ul style="list-style-type: none"> ● Online Reservation Systems ● Professional Services |

| PUBLICATION DATE | CATERING | FOOD | DRINKS | PRODUCTS & SERVICES |
|--|--|---|--|--|
| July 19 | <ul style="list-style-type: none"> ● Grills | <ul style="list-style-type: none"> ● Steak | <ul style="list-style-type: none"> ● Gin & Premium Tonics ● Wine | <ul style="list-style-type: none"> ● Social Media Management ● CCTV |
| August 2 | <ul style="list-style-type: none"> ● Allergen Awareness | <ul style="list-style-type: none"> ● Free-From Foods | <ul style="list-style-type: none"> ● Scottish Spirits ● Craft Beer (Directory) | <ul style="list-style-type: none"> ● Utilities ● Pub Companies ● Washroom Design |
| August 16 | <ul style="list-style-type: none"> ● Glass Washing | <ul style="list-style-type: none"> ● Indian Food | <ul style="list-style-type: none"> ● Top Brands Report (CGA data) ● Freshers | <ul style="list-style-type: none"> ● Drinks Wholesale ● New Builds & Refurbishment |
| August 30 'Sport Issue' | <ul style="list-style-type: none"> ● Fryers ● Oils | <ul style="list-style-type: none"> ● Match Day Food | <ul style="list-style-type: none"> ● Beer ● Rum | <ul style="list-style-type: none"> ● Audio Visual ● Cellar Management |
| September 13 Hotel & Restaurant Guide Supplement | <ul style="list-style-type: none"> ● Tableware | <ul style="list-style-type: none"> ● Fine Dining | <ul style="list-style-type: none"> ● Whisky ● Gin & Premium Tonics ● Autumn Cocktails: pull-out | <ul style="list-style-type: none"> ● Hot Beverages ● Training |
| September 27 'Technology Issue' | <ul style="list-style-type: none"> ● Microwaves ● Technology for Chefs | <ul style="list-style-type: none"> ● Theatrical Dining | <ul style="list-style-type: none"> ● Beer Dispense ● Future Drinks Trends | <ul style="list-style-type: none"> ● EPOS ● Software ● Social Media & Marketing |
| October 11 'Family Issue' | <ul style="list-style-type: none"> ● Ovens | <ul style="list-style-type: none"> ● Roasts | <ul style="list-style-type: none"> ● Low and No-Alcohol ● Premium Soft Drinks & Mixers ● Cider | <ul style="list-style-type: none"> ● Insurance ● Sustainability |
| October 25 | <ul style="list-style-type: none"> ● Food Prep Machines ● Relief Chefs | <ul style="list-style-type: none"> ● Sauces & Condiments | <ul style="list-style-type: none"> ● Christmas Drinks | <ul style="list-style-type: none"> ● Preparing for Christmas ● Workwear & Uniforms |
| November 8 | <ul style="list-style-type: none"> ● Food Safety (Training & Equipment) | <ul style="list-style-type: none"> ● Afternoon Tea | <ul style="list-style-type: none"> ● Winter Cocktails: pull-out ● Whisky ● Gin ● Rum | <ul style="list-style-type: none"> ● Security Staff ● CCTV |
| November 22 'Awards Issue' | <ul style="list-style-type: none"> ● Microwaves | <ul style="list-style-type: none"> ● Scottish Produce | <ul style="list-style-type: none"> ● SLTN Awards Review ● Beer ● Christmas Drinks | <ul style="list-style-type: none"> ● Cellar Management ● Music |
| December 6 | <ul style="list-style-type: none"> ● Relief Chefs | <ul style="list-style-type: none"> ● Everything But The Turkey | <ul style="list-style-type: none"> ● Whisky: New Year ● Must-Stock Brands 2019 ● Low & No-Alcohol | <ul style="list-style-type: none"> ● 2019 Wallplanner |

EDITOR

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GROUP ADVERTISING MANAGER

Catherine Wheeler | 0141 567 6026
catherine.wheeler@peeblesmedia.com

SLTN RATE CARD (Print & Online)



Display

| Size | Cost | Size | Cost |
|-----------------------------|-------|----------------------------------|----------------|
| Double Page Spread | £5260 | Headline Page Solus | £1220 |
| Full Page | £2620 | Front Cover & Inside Front Cover | £6140 |
| Half Page | £1650 | Cover Gatefold | £10500 |
| Quarter Page | £1250 | Four Page Cover Wrap | £11760 |
| Quarter Page Strips/Columns | £1250 | Printed Poly Bag | £5454 |
| 1/2 DPS | £3000 | Outside Back Cover | £3000 |
| 1/2 Page Bookend (one) | £1700 | Guaranteed Position | 10% |
| 1/4 Page Bookend (one) | £1300 | Advertorial | 30% |
| Mini Page | £1995 | Special Creative | On Application |

Inserts - From as little as £1250 – Dependent on weight & circulation

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Catherine Wheeler | 0141 567 6026
 catherine.wheeler@peeblesmedia.com

ASSISTANT ADVERTISING MANAGER
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 stuart.elder@peeblesmedia.com

Classified & Property

| Size | 1 - 6 | 6 - 12 | 13+ |
|-----------|-------|--------|------|
| 1/8 Page | £300 | £250 | £200 |
| 1/4 Page | £510 | £400 | £300 |
| 1/2 Page | £920 | £710 | £510 |
| Full Page | £1545 | £1230 | £920 |

ADVERTISING EXECUTIVE: **Amy Knox** | 0141 567 6033
 amy.knox@peeblesmedia.com

Online

| Execution | Frequency | Cost |
|-----------|-----------|-------|
| Side Bars | Fortnight | £1000 |
| | Month | £1750 |
| Banner | Fortnight | £750 |
| | Month | £1250 |
| MPU | Fortnight | £500 |
| | Month | £1000 |

Full Site Take Over

| | | |
|-------------------------|-----------|-------|
| Banner, MPU & Side Bars | Fortnight | £2000 |
| | Month | £3500 |

Please request a spec guide for sizing and technical requirements.

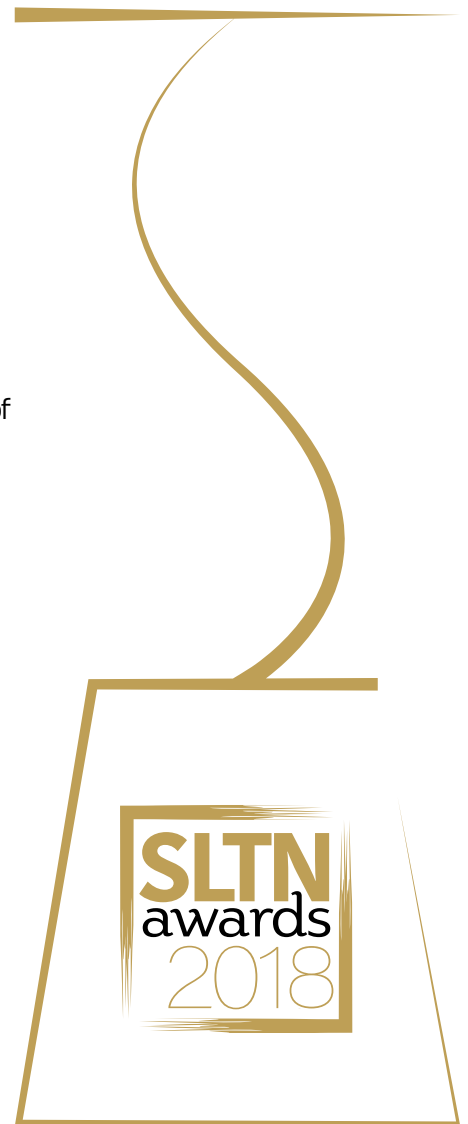
PRODUCTION COPY CONTACT: **Caroline Maciver** | 0141 567 6063
 caroline.maciver@peeblesmedia.com

SLTN Awards

For 2018 sponsorship opportunities contact Catherine Wheeler on 0141 567 6026 before January 2018.

- Unsung Hero
- Best Outdoor Area
- Whisky Bar of the Year
- Social Responsibility Award
- Entrepreneur of the Year
- Restaurant of the Year
- Mixologist of the Year
- Concept Venue of the Year
- Sports Bar of the Year
- Craft Beer Award
- Late Night Bar of the Year
- Industry Achievement Award
- Gin Bar of the Year
- Independent Multiple Operator of the Year
- Beer Quality Award
- Bartender of the Year
- Craft Spirits Enthusiast
- Best Soft Drinks Offer
- Cocktail Bar of the Year
- Nightclub of the Year
- Rum Bar of the Year
- Independent Pub of the Year

Other categories are also available.



supported by



For the facts drinkaware.co.uk