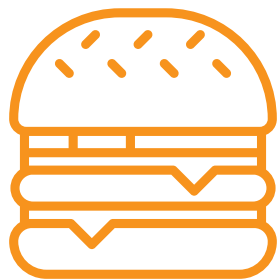


scottish
licensed
trade

news



Scottish Licensed Trade News

Media Pack 2019

www.sltn.co.uk

SLTN
Awards
annually
672

(2017 attendees)

SLTN
fortnightly
trade
newspaper
11,915 

scottish
licensed
trade **news**

**BRAND
UNIVERSE
40,799**

social media
followers
 **4007**  **1450**
total: **5457**

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

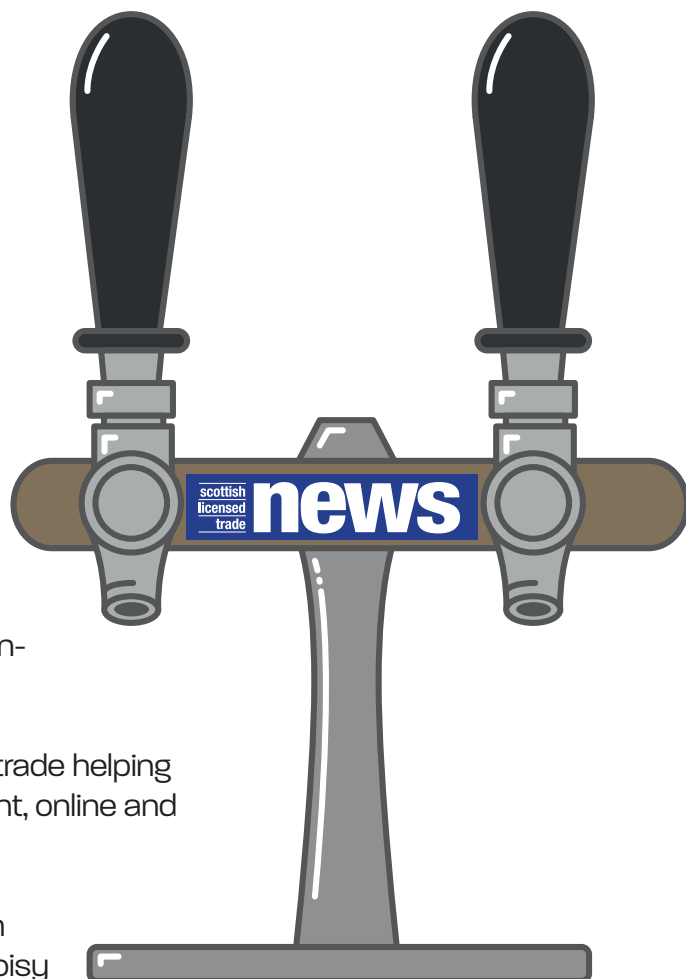
Who Are We?

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 11,915 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 10	<ul style="list-style-type: none"> ● Kitchen Cleaning 	<ul style="list-style-type: none"> ● Burns Night 	<ul style="list-style-type: none"> ● Whisky: Burns Night ● Healthier Options 	<ul style="list-style-type: none"> ● Drinks Wholesale ● Tenancy & Leasing
January 24	<ul style="list-style-type: none"> ● Microwaves 	<ul style="list-style-type: none"> ● Burgers 	<ul style="list-style-type: none"> ● Beer: Rugby Season ● Bourbon & American Whiskey 	<ul style="list-style-type: none"> ● Design & Refurbishment ● Insurance
February 7	<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 ● Tequila & Mezcal 	<ul style="list-style-type: none"> ● Service & Goods Lifts ● Cellar Management
February 21	<ul style="list-style-type: none"> ● Commercial Kitchen Design & Appliances 	<ul style="list-style-type: none"> ● Chips 	<ul style="list-style-type: none"> ● Cider ● Rum & Cachaca ● St Patricks Day 	<ul style="list-style-type: none"> ● Flooring ● Training
March 7	<ul style="list-style-type: none"> ● Food Wholesale 	<ul style="list-style-type: none"> ● Farm To Table ● Afternoon Tea 	<ul style="list-style-type: none"> ● Lager ● Spring Cocktails: pull-out 	<ul style="list-style-type: none"> ● Finance & Loans ● Hot Beverages
March 21	<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 	<ul style="list-style-type: none"> ● Pub Companies ● Back Bar Equipment
April 4 <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 ● Wine 	<ul style="list-style-type: none"> ● Outdoor Furniture
April 18	<ul style="list-style-type: none"> ● Linen & Linen Services 	<ul style="list-style-type: none"> ● Breakfast 	<ul style="list-style-type: none"> ● Vodka ● Coffee Cocktails 	<ul style="list-style-type: none"> ● Wine Suppliers ● Entertainment
May 2	<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 ● World Whisky Day 	<ul style="list-style-type: none"> ● Design & Refurbishment ● Lighting
May 16	<ul style="list-style-type: none"> ● Glassware 	<ul style="list-style-type: none"> ● World Foods 	<ul style="list-style-type: none"> ● Bottled Beer ● Summer Cocktails Pull-out ● Cola 	<ul style="list-style-type: none"> ● Commercial Property Agents ● Beer Dispense
May 30	<ul style="list-style-type: none"> ● Microwaves 	<ul style="list-style-type: none"> ● Italian Food 	<ul style="list-style-type: none"> ● Rum ● Free-from ● Cider 	<ul style="list-style-type: none"> ● Recruitment Agencies
June 13	<ul style="list-style-type: none"> ● Tableware 	<ul style="list-style-type: none"> ● Meat Cuts 	<ul style="list-style-type: none"> ● Summer Drinks 	<ul style="list-style-type: none"> ● Workwear & Uniforms ● Marketing & Social Media
June 27	<ul style="list-style-type: none"> ● Food Hygiene 	<ul style="list-style-type: none"> ● Asian Food 	<ul style="list-style-type: none"> ● Japanese Whisky ● Liqueurs ● Low & No-Alcohol 	<ul style="list-style-type: none"> ● Licensing Law ● Interiors ● Training
July 11	<ul style="list-style-type: none"> ● Kitchen Cleaning 	<ul style="list-style-type: none"> ● Burgers 	<ul style="list-style-type: none"> ● International Beer Day ● Scottish Gin Day ● World Tequila Day 	<ul style="list-style-type: none"> ● Service & Goods Lifts ● Utilities

PUBLICATION DATE	CATERING	FOOD	DRINKS	PRODUCTS & SERVICES
July 25	<ul style="list-style-type: none"> Grills 	<ul style="list-style-type: none"> Steak 	<ul style="list-style-type: none"> Wine Summer Drinks 	<ul style="list-style-type: none"> Health & Safety CCTV & Security
August 8	<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 Scottish Beer 	<ul style="list-style-type: none"> Pub Companies Washroom Design
August 22	<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 Design & Refurbishment
September 5 <i>'Sport Issue'</i>	<ul style="list-style-type: none"> Back Bar Refrigeration & Ice Machines 	<ul style="list-style-type: none"> Poultry & Game 	<ul style="list-style-type: none"> Rum Rugby World Cup: Beer 	<ul style="list-style-type: none"> Audio Visual Cellar Management
September 19	<ul style="list-style-type: none"> Kitchen Cleaning 	<ul style="list-style-type: none"> Local Produce 	<ul style="list-style-type: none"> Whisky Gin & Premium Tonics Autumn Cocktails: pull-out 	<ul style="list-style-type: none"> Hot Beverages Training
October 3 <i>'Technology Issue'</i>	<ul style="list-style-type: none"> Microwaves Glassware 	<ul style="list-style-type: none"> Mexican Food 	<ul style="list-style-type: none"> Beer Dispense Future Drinks Trends Craft Beer 	<ul style="list-style-type: none"> EPOS Software
October 17	<ul style="list-style-type: none"> Ovens 	<ul style="list-style-type: none"> Christmas Menus 	<ul style="list-style-type: none"> Christmas Drinks 	<ul style="list-style-type: none"> Insurance Sustainability
October 31 <i>'Family Issue'</i>	<ul style="list-style-type: none"> Food Safety (Training & Equipment) 	<ul style="list-style-type: none"> Sauces & Condiments 	<ul style="list-style-type: none"> Low and No-Alcohol Premium Soft Drinks & Mixers Cider 	<ul style="list-style-type: none"> Preparing for Christmas Workwear & Uniforms
November 14	<ul style="list-style-type: none"> Food Prep Machines Relief Chefs 	<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 Licensing Law
November 28 <i>'Awards Issue'</i>	<ul style="list-style-type: none"> Microwaves 	<ul style="list-style-type: none"> Winter Warmers 	<ul style="list-style-type: none"> SLTN Awards Review Beer Christmas Drinks 	<ul style="list-style-type: none"> Cellar Management Music
December 12	<ul style="list-style-type: none"> Ones to Watch 	<ul style="list-style-type: none"> Food Trends 2020 	<ul style="list-style-type: none"> Whisky: New Year Must-Stock Brands 2020 Low & No-Alcohol 	<ul style="list-style-type: none"> 2020 Wallplanner

EDITOR

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Emily Sanderson | 0141 567 6038
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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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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

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.

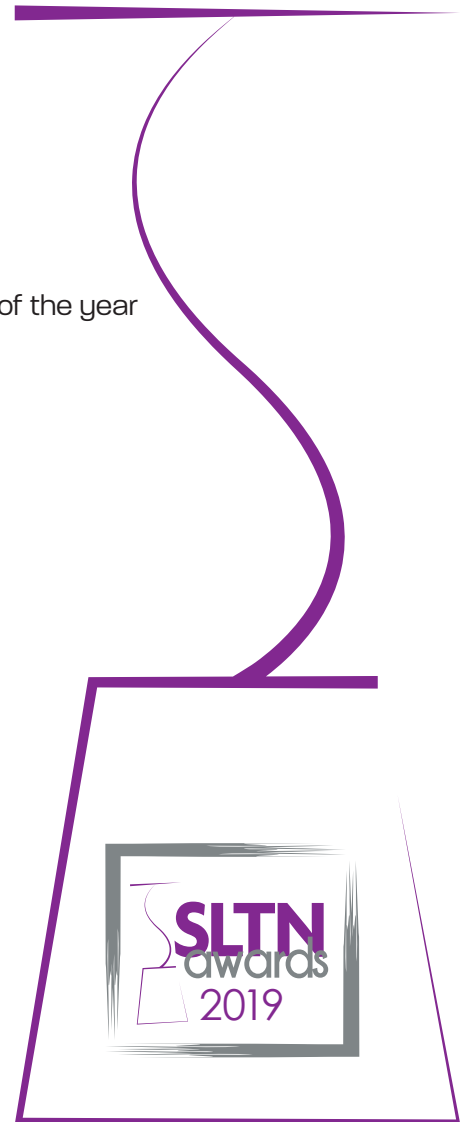
PRODUCTION COPY CONTACT: **Caroline Maciver** | 0141 567 6063
 caroline.maciver@peeblesmedia.com

SLTN Awards

For 2019 sponsorship opportunities contact Emily Sanderson on 0141 567 6038 before January 2019.

- ◆ craft spirits enthusiast
- ◆ beer quality award
- ◆ best outdoor area
- ◆ craft beer award
- ◆ gastropub of the year
- ◆ unsung hero
- ◆ social responsibility award
- ◆ industry achievement award
- ◆ bartender of the year
- ◆ family outlet of the year
- ◆ gin bar of the year
- ◆ independent bar of the year
- ◆ independent multiple operator of the year
- ◆ sports bar of the year
- ◆ entrepreneur of the year
- ◆ cocktail bar of the year
- ◆ whisky bar of the year
- ◆ live music venue of the year
- ◆ wine award
- ◆ mixologist of the year
- ◆ restaurant of the year
- ◆ new business of the year

Other categories are also available.



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