

scottish
licensed
trade

news

sltn.co.uk



 ScottishLicensedTradeNews

 TheSLTN

 the_SLTN

Media Pack 2020

WHO ARE WE?

The leading publication for Scotland's licensed trade and hospitality industry for over 50 years, Scottish Licensed Trade News (SLTN) remains at the forefront of the sector, continually evolving to meet the needs of its readers and advertisers and to reflect the changes in Scotland's dynamic hospitality sector.

SLTN continues to expand its strong online presence with even more of the news, views, products and advice for those owning, running and working in pubs, bars, clubs, restaurants and hotels right across Scotland.

The ongoing development of our digital and social media platforms works in tandem with a monthly publication which continues to build on SLTN's long-established reputation for quality, comprehensive coverage of the Scottish on-trade.

Combined, the enhanced digital and print platforms further cement SLTN's position as the respected, go-to publication for the whole of the Scottish hospitality industry, helping you to deliver your message across print, online and face-to-face through the SLTN Awards.



Grow your business with advertising that works

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

CIRCULATION
10,604
ABC AUDITED

WEBSITE
VIEWS
20,000
AVG. PER MONTH

f t i
FOLLOWERS
6650

SLTN
AWARDS
700
2019 ATTENDEES

FEATURES 2020

JANUARY

- Burns Night: Whisky & Scottish Drinks
- Healthier Options (Low/No, Soft Drinks, Free-From)
- Afternoon Tea
- Kitchen Cleaning
- Design & Refurb
- Wholesale

FEBRUARY

- Beer
- Gin & Premium Tonics
- St Patrick's Day
- Rum & Cachaça
- Hot Beverages
- Microwaves
- Food Safety & Training
- Behind the Bar: Equipment, Dispense & Cellar Management
- Online Booking Systems

MARCH

- Craft Beer & Spirits
- Japanese Whisky
- Spring Cocktails
- Glassware
- Sustainability
- Pub Companies
- Service & Goods Lifts
- Finance & Loans

APRIL - Al Fresco Issue

- BBQs
- Burgers & Accompaniments
- Outdoor Furniture & Design
- Summer Drinks
- World Whisky Day
- Water
- Technology
- Linen & Linen Services
- Bookkeeping & Accounts

MAY

- World Gin Day
- Summer Cocktails
- Young Adult Brands & RTD's
- Cider
- Crisps & Snacks
- Microwaves
- Training & Development
- Interiors

JUNE

- Low/No Alcohol
- Premium Soft Drinks & Mixers
- Tequila & Mezcal
- World Rum Day
- Workwear & Uniforms
- Food Hygiene
- Cellar Management

JULY

- Scottish Gin Day
- International Beer Day
- American Whiskey & Bourbon
- Liqueurs
- Catering Equipment
- Pub Companies
- World Foods
- Employment Law

AUGUST

- Scottish Food & Drink Fortnight
- Freshers
- Flavoured Spirits
- Mocktails & Non-Alcoholic Spirits
- Commercial Kitchens & Design
- Licensing Law

SEPTEMBER

- Top Brands Report in association with CGA Data
- Gin & Premium Tonics
- Whisky
- Autumn Cocktails
- Meat, Fish & Dairy
- EPOS

OCTOBER - Awards Preview

- Christmas Drinks
- Christmas Menus
- Cider
- Food Safety & Training
- Sustainability
- Dietary Requirements

NOVEMBER

- Christmas & New Year Drinks
- Gin
- Whisky
- Winter Cocktails
- Microwaves
- Security & CCTV
- Afternoon Tea

DECEMBER - Awards Review

- Must Stock Brands 2021
- New Year: Whisky
- Low/No Alcohol
- Premium Soft Drinks & Mixers
- Veganuary
- 2021 Wall Planner



RATE CARD 2020

Display

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

Inserts: From as little as £1250
Dependent on weight & circulation

Online

Execution	Frequency	Cost
Side Bars	Fortnight	£1000
	Month	£1550
Banner	Fortnight	£750
	Month	£1250
MPU	Fortnight	£500
	Month	£1000
FULL SITE TAKEOVER		
Banner, MPU & Side Bars	Fortnight	£2000
	Month	£3500
Billboard	Fortnight	£1000
	Month	£1550
Popover Ad	Fortnight	£2000
	Month	£3000
Video Sponsorship		From £1500

Classified

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

Please request a spec guide for sizing and technical requirements.

Production Contact: **Caroline Maciver** | Production Manager | 0141 567 6063 | caroline.maciver@peeblesmedia.com

SLTN AWARDS

For 2020 sponsorship opportunities contact Amy Knox on 0141 567 6033 before February 2020.

- ▶ craft spirits enthusiast
- ▶ beer quality award
- ▶ best outdoor area
- ▶ craft beer award
- ▶ gastropub of the year
- ▶ late night venue of the year
- ▶ sustainability award
- ▶ industry achievement award
- ▶ bartender of the year
- ▶ family outlet of the year
- ▶ gin bar of the year
- ▶ independent bar of the year
- ▶ licensee of the year
- ▶ rum bar of the year
- ▶ best venue to watch the match
- ▶ entrepreneur of the year
- ▶ cocktail bar of the year
- ▶ whisky bar of the year
- ▶ live music venue of the year
- ▶ mixologist of the year
- ▶ restaurant of the year
- ▶ new business of the year
- ▶ independent multiple operator of the year
- ▶ community pub of the year



Supported by

