



scottish
licensed
trade

news

sltn.co.uk



ScottishLicensedTradeNews



TheSLTN



the_SLTN

Media Pack 2021

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

“I have personally been using the *SLTN* to advertise client's businesses and properties for sale or lease for the past 15 years. During that time it is the only publication that has reliably produced responses to the adverts. Talking to operators and buyers the *SLTN* property section is the go-to section of the paper, therefore we at G+S have increased our use of this valuable advertising medium to ensure our client's businesses and properties are being presented to the right market and purchasers. If you want the Scottish Hospitality Operators to know about your business, then the *SLTN* is the best way to ensure they know about your business.”

Peter Seymour
Graham & Sibbald

“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
10,409
ABC AUDITED

WEBSITE
VEWS
37,000
AVG. PER MONTH

f t i
FOLLOWERS
8678

SLTN
AWARDS
700
2019 ATTENDEES

FEATURES 2021

JANUARY

- Healthier Options (Low/No, Soft Drinks, Free-From)
- Burns Night: Whisky & Scottish Drinks
- Wholesale
- Deep Clean & Sanitisation
- Training & Development

FEBRUARY

- Gin & Premium Tonics
- St Patrick's Day
- Rum & Cachaça
- Hot Beverages
- Microwaves
- Food Safety & Training
- Behind the Bar: Equipment, Dispense & Cellar Management
- Technology: EPOS & Apps
- Water

MARCH

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

APRIL - Al Fresco Issue

- BBQs
- Burgers & Accompaniments
- Outdoor Areas
- Summer Drinks
- World Whisky Day
- Technology
- Wine
- Bookkeeping & Accounts

MAY

- World Gin Day
- Summer Cocktails
- RTD's
- Cider
- Crisps & Snacks
- Microwaves
- Training & Development
- Interiors
- Scottish Local Produce
- Euro 2021

JUNE

- Low/No Alcohol
- Premium Soft Drinks & Mixers
- Tequila & Mezcal
- World Rum Day
- Digital Hospitality Services
- Food Hygiene
- Cellar Management

JULY

- Scottish Gin Day
- Beers & Lagers
- Premium Spirits
- Born in The USA
- Liqueurs
- Catering Equipment
- Pub Companies
- World Foods
- Employment Law

AUGUST

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

SEPTEMBER

- Whisky
- Craft Spirits
- Autumn Cocktails
- EPOS
- Cleaning & Hygiene
- Training & Development

OCTOBER

- Christmas Drinks
- Beer
- Christmas Menus
- Cellar Management
- Sustainability
- Crisps & Snacks

NOVEMBER

- Christmas & New Year Drinks
- Gin
- Whisky
- Liqueurs
- Microwaves

DECEMBER

- Must Stocks 2022
- Whisky : New Year
- Low/No Alcohol
- Premium Soft Drinks & Mixers
- Veganuary



RATE CARD 2021

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
Premium Package: Banner, Premium MPU & Double MPU	Fortnight Month	£2650 £4000
Exclusive Website Takeover: Leaderboard, Sidebars & MPU	Fortnight Month	£2500 £3750
Billboard	Fortnight Month	£1250 £2000
Popover	Fortnight Month	£2000 £2500
Banner	Fortnight Month	£850 £1500
Premium MPU	Fortnight Month	£850 £1600
Double MPU	Fortnight Month	£750 £1500
MPU	Fortnight Month	£600 £1100
Video Sponsorship		From £1500
Virtual Events		From £5000
Social Media Packages		From £250
Bespoke Email Campaign		£850 per email
Newsletter Sponsorship		£500 per email
Sponsored Homepage Article		£1200

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 2021 sponsorship opportunities contact Amy Knox on 0141 567 6033 before February 2021.

- ▶ 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



SLTN DIGITAL

DEDICATED TO THE LICENSED TRADE IN SCOTLAND



GET INVOLVED

Established for over 50 years, SLTN remains at the forefront of the licensed trade and hospitality industry in Scotland, continually evolving to meet the needs of its readers and advertisers, reflecting the changes in Scotland's dynamic hospitality sector.

sltn.co.uk is the respected, go-to online resource for the whole of the Scottish hospitality industry, a strong platform to deliver your message to your target audience.

The SLTN website offers a wide range of opportunities to promote your campaign and highlight your business. Displaying your products or services 24/7 to everyone owning, running and working in pubs, bars, clubs, restaurants and hotels right across Scotland.

Digital advertising packages can be custom-built to suit the nature of your business and promotional budget. Please get in touch for more info:

Amy Knox 0141 567 6033
amy.knox@peeblesmedia.com



- 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: 600px x 300px
- 6 EMBEDDED WITHIN ALL ARTICLES**
Premium MPU: 300px x 250px
- 7 POPOVER** (not pictured)
MPU: 300px x 250px
Double MPU: 600px x 300px

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