



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 MAY-DECEMBER 2021

## MAY

- Trade Restart
- Outdoor Areas
- BBQ, Burgers & Accompaniments
- Summer Drinks & Cocktails
- Soft Drinks
- Euro 2021
- Cider
- Technology
- Microwaves

## JUNE

- RTD and Hard Seltzers
- Low/No Alcohol
- Gin & Premium Tonics
- Rum & Cachaca
- Hot Beverages
- Finance & Loans
- Sustainability
- Behind the bar: Equipment, Dispense and Cellar Management

## JULY

- Tequila & Mezcal
- Beers & Lagers
- Premium Spirits
- Wine
- Licensing Law
- Bookkeeping and Accounts
- Service & Goods Lifts
- Food Safety & Training

## AUGUST

- Premium Soft Drinks & Mixers
- Flavoured Spirits
- Mocktails & Non-Alcoholic Spirits
- Craft Beer and Spirits
- Liqueurs
- Employment Law
- Pub Companies

## SEPTEMBER

- Gin
- Whisky
- Autumn Cocktails
- Training & Development
- Scottish Produce
- Catering Equipment

## 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
- SLTN Awards Review

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For further information contact:

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Group Advertising Manager

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

## Classified

Size	1-6 issues	6-12 Issues	13+ Issues
<b>1/8 Page</b>	£300	£250	£200
<b>1/4 Page</b>	£510	£400	£300
<b>1/2 Page</b>	£920	£710	£510
<b>Full Page</b>	£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](mailto: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](http://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](mailto: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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