

scottish  
licensed  
trade

# news

## Media Pack 2022



# WHO ARE WE?

The leading publication for Scotland's licensed trade and hospitality industry since 1964, the 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 ongoing changes in Scotland's dynamic hospitality sector.

SLTN is the only ABC-audited trade publication in Scotland offering blanket coverage of Scotland's hospitality industry, combining a respected monthly print publication with a strong online presence

and the annual SLTN Awards – the biggest, most comprehensive awards scheme for Scotland's hospitality sector.

The ongoing development of SLTN's digital and social media platforms works in tandem with the monthly publication and further cements 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.



**CIRCULATION**  
**10,318**  
ABC AUDITED

**INDIVIDUAL**  
**USERS**  
**190,680**  
SEPT 2020-21

**f** **🐦** **📷**  
**FOLLOWERS**  
**9395**

**SLTN**  
**AWARDS**  
**700**  
2019 ATTENDEES

## Grow your business with advertising that works

👉 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**  
Payfacto

👉 I have personally been using the SLTN to advertise clients' 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 clients' businesses and properties are being presented to the right market and purchasers. If you want Scottish hospitality operators to know about your business then SLTN is the best way to ensure they do.

**Peter Seymour**  
Graham & Sibbald



# FEATURES 2022

## JANUARY

- Healthier Options (Low/No, Soft Drinks, Free-From)
- Burns Night: Whisky & Scottish Drinks
- Beer
- Seafood
- Wholesale
- Training & Development
- Pub Companies

## FEBRUARY

- Gin & Premium Tonics
- St Patrick's Day
- Rum & Cachaca
- Hot Beverages
- Microwaves
- Behind the Bar: Equipment, Dispense & Cellar Management
- EPOS & Apps
- Design & Refurbishment

## MARCH

- Craft Beer & Spirits
- World Whisk(e)y
- Spring Cocktails
- Hard Seltzers & RTDs
- Vegan & Vegetarian
- Sustainability
- Service & Goods Lifts
- Finance & Loans

## APRIL – Al Fresco Issue

- BBQs
- Burgers & Accompaniments
- Outdoor Areas
- Summer Drinks
- Technology
- Wine

## MAY

- World Gin Day
- Soft Drinks
- Summer Drinks & Cocktails
- Tequila & Mezcal
- Cider
- Microwaves
- Scottish Produce

## JUNE

- RTDs & Hard Seltzers
- Low/No Alcohol
- Rum & Cachaca
- Coffee & Coffee Cocktails
- Wingin' It (chicken wings & accompaniments)
- Sustainability, Waste & Energy

## JULY

- Beers & Lagers
- Premium Spirits
- National Scotch Day
- Service & Goods Lifts
- World Foods

## AUGUST

- Flavoured Spirits
- Mocktails & Non-Alcoholic Spirits
- Scottish Craft Beer & Spirits
- Liqueurs
- Employment Law
- Pub Companies
- CGA Top Brands Report

## SEPTEMBER

- Gin
- Whisky
- Autumn Cocktails
- Training & Development
- Dairy
- Catering Equipment

## OCTOBER

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

## NOVEMBER

- World Cup 2022
- Christmas & New Year Drinks
- Whisky
- Liqueurs
- Microwaves

## DECEMBER

- Must Stocks 2023
- Whisky: New Year
- Low/No Alcohol
- Premium Soft Drinks & Mixers
- Veganuary
- SLTN Awards Review



# RATE CARD 2022

## Display

Size	Cost
Double Page Spread	£5560
Full Page	£2920
Half Page	£1950
Quarter Page	£1550
Quarter Page Strips/Columns	£1550
1/2 DPS	£3300
1/2 Page Bookend (one)	£2000
1/4 Page Bookend (one)	£1600
Mini Page	£2295
Headline Page Solus	£1520
Front Cover & Inside Front Cover	£6440
Outside Back Cover	£3300
Cover Gatefold	£10800
Four Page Cover Wrap	£12060
Printed Poly Bag	£5754
Guaranteed Position	10%
Advertorial	30%
Special Creative	On Application

Inserts: From as little as £1500  
Dependent on weight & circulation

## Online

Execution	Frequency	Cost
<b>Exclusive Website Takeover: Leaderboard, Sidebars &amp; MPU</b>	Fortnight	£2500
	Month	£3750
<b>Billboard</b>	Fortnight	£1250
	Month	£2000
<b>Popover</b>	Fortnight	£2000
	Month	£3250
<b>Banner</b>	Fortnight	£850
	Month	£1500
<b>Premium MPU</b>	Fortnight	£850
	Month	£1500
<b>Double MPU</b>	Fortnight	£850
	Month	£1500
<b>MPU</b>	Fortnight	£600
	Month	£1100
<b>Video Sponsorship</b>		From £1500
<b>Bespoke Email Campaign</b>		£850 per email
<b>Newsletter Sponsorship</b>		£600 per email
<b>Sponsored Homepage Article</b>		£1200

## Classified

Size	1-6 issues	6-12 Issues
1/8 Page	£300	£250
1/4 Page	£510	£400
1/2 Page	£920	£710
Full Page	£2100	£1800

Please request a spec guide for sizing and technical requirements.

Production Contact: **Caroline Maciver** | Production Manager | 0141 567 6063 | [caroline.maciver@peeblemedia.com](mailto:caroline.maciver@peeblemedia.com)

# SLTN AWARDS

For 2022 sponsorship opportunities contact Amy Knox on 0141 567 6033 before February 2022.  
New categories available for 2022.



- ▶ 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.

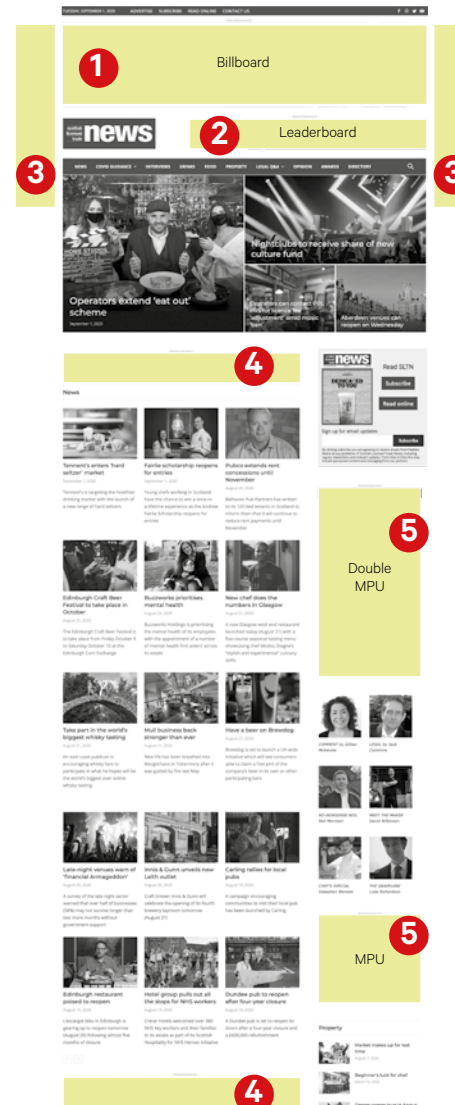
SLTN continues to expand its strong online presence with even more of the news, views, products and advice for those owning, running and working in pubs, bars, clubs, restaurants and hotels right across Scotland.

**sltn.co.uk** is the respected, go-to resource for the whole of the Scottish hospitality industry, a strong platform to deliver your message to your target audience - the people in the licensed trade who are more likely to respond and invest.

**sltn.co.uk** offers a wide range of opportunities to promote your campaign and highlight your business. Displaying your products or services 24/7 directly in front of the people who want to know.

Digital advertising packages can be custom-built to suit the nature of your business and promotional budget. Get onboard and share our success, there are so many ways to get involved. The best way to find out how is to give us a call.

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



- 1 TOP POSITION** (shared)  
Billboard: 1,064px x 246px
- 2 LEADERBOARD**  
728px x 90px MPU: 200px x 90px
- 3 SKYSCRAPERS**  
(left and right of site): 120px x 600px
- 4 BANNERS**  
(above and/or below content):  
728px x 90px
- 5 SIDEBARS** (shared)  
MPU: 300px x 250px  
Double MPU: 600px x 300px
- 6 EMBEDDED WITHIN ALL ARTICLES**  
Premium MPU: 300px x 250px
- 7 POPOVER** (not pictured)  
300px x 250px or 300px x 600px