

MEDIA KIT 2026

scottish
licensed
trade **news**

f @ScottishLicensedTradeNews @scottishlicensedtradenews in ScottishLicensedTradeNews

sltn.co.uk

MEET THE TEAM



AMY KNOX
Sales Director



ELAINE RAMSAY
Assistant Advertising
Manager



GORDON DAVIDSON
Digital Editor



DAVE HUNTER
Print Editor

About SLTN

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 offers 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.

Grow your business with advertising that works



“I’ve been a reader of SLTN for more than 20 years, right from when I first joined Belhaven in 2002. It’s always really good to read about new openings, understand the trade’s view on key issues as well as learning about new drinks updates. Now it’s much more multichannel and its digital presence has really grown, with people in the industry sharing articles on LinkedIn and beyond. Throughout this time though, what’s not changed is that I’ve always seen it as a go-to to find out what’s happening in our industry. I’ve also enjoyed many fantastic nights at the SLTN awards nights!”

Paul Wishart
Belhaven & Greene King Pub Partners



Magazine

Special ad sections
Extensive News and Analysis
In-depth Features



Digital

Website
Newsletters
Digital Edition



Events

SLTN Awards
Nov 5 2026
Hilton, Glasgow
In Conversation With (2026)
Cocktail Competition (2026)



Social Media

LinkedIn
Facebook
Instagram

BRAND PRESENCE & AUDIENCE

scottish
licensed
trade **news**

AVERAGE ONLINE
USERS PER MONTH

17,200

PRINT CIRCULATION
10,000



“ 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

FOLLOWERS f@in

15,025

FEATURES 2026

► JANUARY

Burns Night – Whisky & Scottish Drinks
Health and Wellbeing

► FEBRUARY

Long Drinks & Highballs
Mixers
Six Nations
St Patrick's Day
Behind The Bar: Equipment, Dispense, & Cellar Management

► MARCH

Wholesale
World Whisk(e)y
Spring Cocktails
International Women's Day

APRIL - ALFRESCO ISSUE

► Summer Drinks
Beer and Cider
Awards Launch
BBQ & Street Food

► MAY

Microwaves
Soft Drinks
Summer Drinks
Tequila & Mezcal

► JUNE

Dark Spirits
Summer Drinks
Spritz

► JULY

Beers, Lagers & Ciders
Premium Spirits
Running Your Venue

► AUGUST

Scottish Beer & Spirits
Food and Wine
Young Adult Brands
Autumn Cocktails

► SEPTEMBER

Gin
World Whisk(e)y
Stout

► OCTOBER

CGA Report - Top Brands
Wholesale
Sustainability
Dark Spirits

► NOVEMBER

Christmas and New Year Drinks
Whisky
Microwaves

► DECEMBER

SLTN Awards Review
Whisky: Hogmanay
Must Stocks 2027
Mindful Drinking



Month Edition	Booking Deadline	Advertising Copy Deadline	Drop Date
January 2026	28/11/25	12/12/25	8/1/26
February 2026	9/1/26	23/1/26	5/2/26
March 2026	6/2/26	20/2/26	5/3/26
April 2026	6/3/26	20/3/26	2/4/26
May 2026	6/4/26	17/4/26	1/5/26
June 2026	27/4/26	22/5/26	4/6/26
July 2026	1/6/26	19/6/26	2/7/26
August 2026	29/6/26	17/7/26	31/7/26
September 2026	27/7/26	14/8/26	28/8/26
October 2026	24/8/26	18/9/26	1/10/26
November 2026	28/9/26	16/10/26	29/10/26
December 2026	26/10/26	13/11/26	26/11/26
January 2027	23/11/26	11/12/26	6/1/27

For further information contact:

Dave Hunter, Print Editor

0141 567 6070 dave.hunter@peeblesmedia.com

Amy Knox, Sales Director (B2B)

0141 567 6033 amy.knox@peeblesmedia.com

For further information contact:

Caroline Maciver, Production Manager

0141 567 6063 caroline.maciver@peeblesmedia.com

RATE CARD 2026



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

Please request a spec guide for sizing and technical requirements.

Production Contact: Caroline Maciver, Production Manager

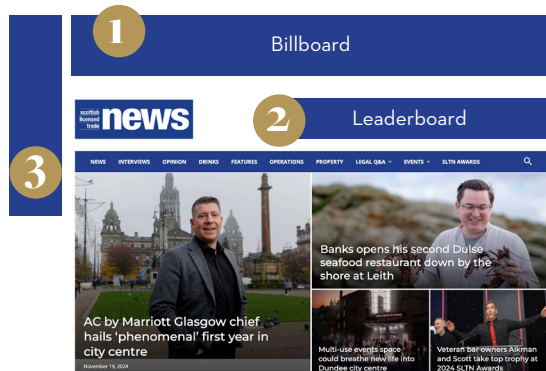
0141 567 6063 caroline.maciver@peeblemedia.com

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	£1500 £2500
Popover	Fortnight Month	£2000 £3250
Banner	Fortnight Month	£850 £1500
Premium MPU	Fortnight Month	£850 £1500
Double MPU	Fortnight Month	£850 £1500
MPU	Fortnight Month	£600 £1100
Video Sponsorship		From £1500
Bespoke Email Campaign		£850 per email
Newsletter Sponsorship		£850 per email
Sponsored Homepage Article		£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



All digital campaigns are quantifiable. We have an in-house digital team who can not only aid the design process, but also send a full report post advertising to share insight on all campaigns.

DEDICATED TO THE LICENSED TRADE IN SCOTLAND

GET INVOLVED

Established for over 60 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.

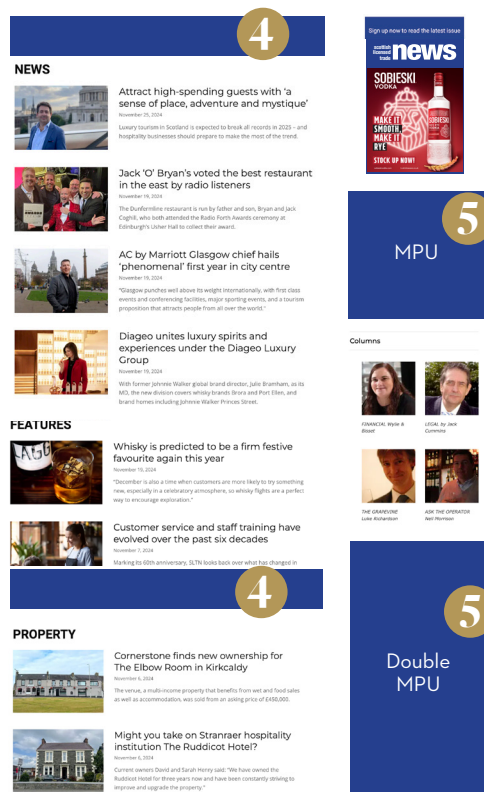
sltn.co.uk is the respected, go-to resource for the whole of the Scottish hospitality industry, a strong platform to deliver your message to your target audience - the people in the licensed trade who are more likely to respond and invest.

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.

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
- 2 LEADERBOARD
728px x 90px
- 3 SKYSCRAPERS
(left and right of site): 120px x 600px
- 4 BANNERS
(above and/or below content):
728px x 90px
- 5 MPU: 300px x 250px
Double MPU: 600px x 300px
- 6 EMBEDDED WITHIN ALL ARTICLES
(not pictured)
Premium MPU: 300px x 250px
- 7 POPOVER (not pictured)
300px x 250px or 300px x 600px

f @ScottishLicensedTradeNews
@scottishlicensedtradenews
in ScottishLicensedTradeNews

ADVERT SPECIFICATION



FRONT COVER

Type: 320mm deep x 227mm wide

Bleed: 346mm deep x 251mm wide

Trim: 340mm deep x 245mm wide

(Masthead takes up 76mm depth from the trim)



FULL PAGE

Type: 320mm deep x 227mm wide

Bleed: 346mm deep x 251mm wide

Trim: 340mm deep x 245mm wide

FILE FORMATS

Print-ready files must be supplied be in PDF format, in high-resolution at 300dpi and CMYK colour space.

PDF Standard: PDF/X-1a:2001.

Crop marks required for ads with bleed. PDFs should contain no spot colours - all spot colours or RGB should be converted to CMYK prior to exporting PDF.

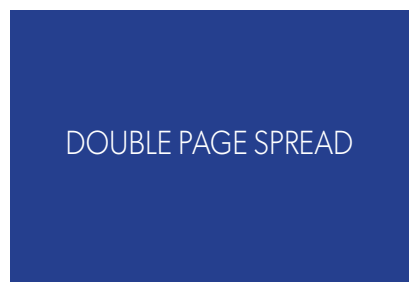
All fonts should be embedded or outlined. Live matter should be no closer than 6mm to the trim edges.

Files under 20MB can be emailed to caroline.maciver@peeblesmedia.com, or linked via Dropbox/WeTransfer/Specle.

Presses are run to standard ink densities. The colour management system ensures that the balance of colours across the print run are at an acceptable level. If you have strict branding or colour guidelines to follow you must supply a GMG colour certified, or colour correct proof for the press operator to match to – we will take no responsibility for colour inaccuracies when no colour certified proof has been supplied by the advertiser. Speak to your Production agent to organise this.

GRAPHIC DESIGNERS:

Before submitting artwork, please double check that artwork has been supplied the correct size, resolution, and has 3mm bleed added (where applicable) – please check all three elements are correct before submitting artwork to Production.

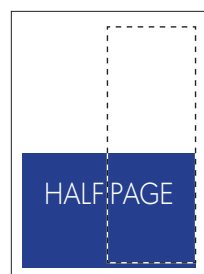


DOUBLE PAGE SPREAD

Type: 320mm deep x 472mm wide

Bleed: 346mm deep x 496mm wide

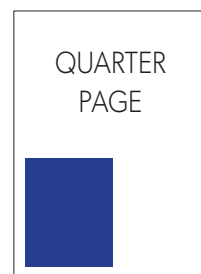
Trim: 340mm deep x 490mm wide



HALF PAGE

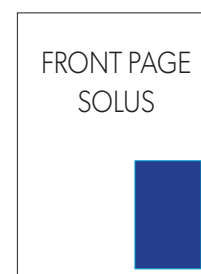
Type: 158mm deep x 227mm wide (landscape)

Type: 320mm deep x 111mm wide (portrait)



QUARTER PAGE

Type: 158mm deep x 111mm wide (portrait)



FRONT PAGE SOLUS

Type: 100mm deep x 87mm wide (portrait)

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Peter Seymour, Graham & Sibbald

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



SLTN AWARDS
725
ATTENDEES 2025

CATEGORIES

- licensee of the year
- mixologist of the year
- restaurant of the year
- whisky bar of the year
- gastropub of the year
- cocktail bar of the year
- beer quality award
- music-led venue of the year
- best venue to watch the match
- family-owned business of the year
- late-night venue of the year
- industry achievement award
- best outdoor area
- bartender of the year
- independent multiple operator of the year
- independent pub/bar of the year
- new business of the year
- entrepreneur of the year
- spirits bar of the year
- community pub of the year
- the wine award



Scan to find
out more

Supported by



For 2026 sponsorship opportunities contact:

Amy Knox on 0141 567 6033.

SLTN Awards 2026 will launch in
April 2026.