



PROJECT SCOTLAND

THE SCOTTISH CONSTRUCTION NEWS MAGAZINE

MEDIA PACK 2017



Project Scotland has continued to strengthen its position as the runaway leader for market readers in Scotland.

It remains the **ONLY** construction news magazine published in Scotland and thus the only publication properly placed to fully reflect industry thinking north of the border.

Our readers agree - 97% of them believe that Scottish editorial is extremely important.

And while we're talking figures, it's worth remembering that Project Scotland lands on nearly four times as many decision-makers' desks as those of its nearest rival. And its circulation outstrips the combined total of the four nearest challengers. And that's what's called real market coverage.

Geographical Breakdown

Strathclyde	42.5%
Lothian	24%
Tayside	7%
Grampian	8%
Highlands & Islands	6.5%
Central	4%
Dumfries & Galloway	2%
Borders	1%
Fife	5%

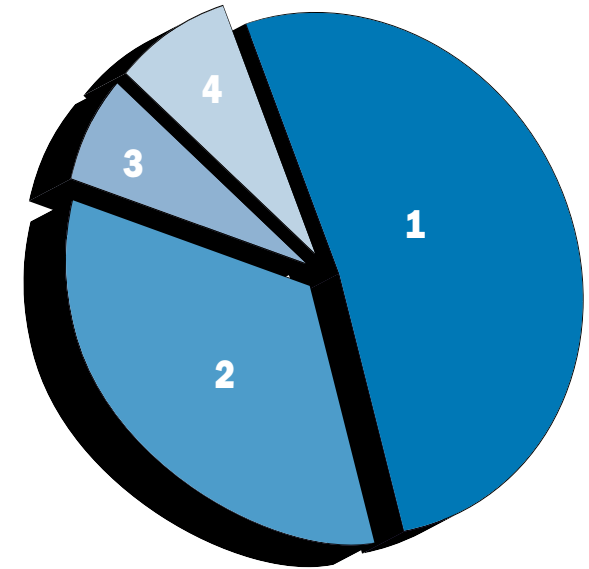


Average NET Circulation

6,059

ABC Audit 01 July '15- 30 June '16

Sector Breakdown



1 PROFESSIONS 52%

3 PROPERTY DEVELOPMENT 7%

2 CONTRACTORS 33%

4 AUTHORITIES 8%

Reader Choice

The projected readership of Project Scotland is 35-40,000.

Of all trade publications, **68%** of readers find Project Scotland most useful.

97% believe Scottish-related editorial is totally important.

90% think it important to be aware of a local supplier when specifying a national product.

93% would choose Project Scotland as an advertising vehicle if they were aiming to reach the building/construction industry in Scotland.



PROJECT SCOTLAND

ADDITIONAL SERVICES



Project Scotland offers various other services in addition to advertising space. From list rental to tele-marketing, we can produce a package of advertising and associated activities tailored to meet your needs.

For more information, telephone our advertising department on **0141 567 6000.**

COMPANY PROFILES

In recent years many companies have found that - at different stages in their business development - there is a need for a platform to highlight either their achievements to date or their plans for the future.

A company profile in Project Scotland gives them the opportunity to put that message across... in the way they choose. The subject could be anything from a buyout, a move to new premises, or celebrating a special company anniversary.

The list is endless.

Project Scotland will handle everything, from writing the editorial to commissioning photography and final layout of pages. In addition, if necessary, Project Scotland will handle advertising sales if suppliers are involved.



FEBRUARY

Drainage/Suds
Timber Frame
Scaffolding/Access

MAY

Scaffolding/Access
Drainage/Suds
Timber Frame/Offsite

JULY/AUGUST

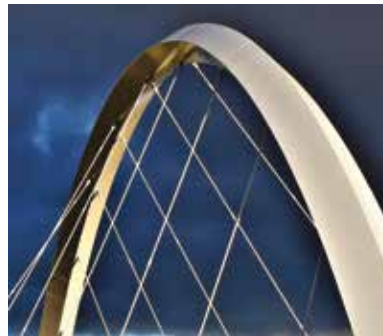
Civils & Ground Engineering
Health & Safety
Doors & Windows
Formwork

OCTOBER

Scaffolding & Access
Steel
Timber Frame/Offsite

MARCH

Roofing & Cladding
Formwork
Training



NOVEMBER

Doors & Windows
Health & Safety
Roads & Bridges

APRIL

Civils & Ground Engineering
Health & Safety
Doors & Windows

JUNE

Roofing, Cladding & Insulation
Steel
Roads & Bridges

SEPTEMBER

Roofing & Cladding
Drainage/Suds
Training

DECEMBER/JANUARY

Ground Engineering
Roofing, Cladding & Insulation
Training

Full Page

£1400

Bleed: 341mm x 246mm
Trim: 335mm x 240mm
Type: 310mm x 220mm
H x W

Double Page Spread

£2400

Bleed: 341mm x 486mm
Trim: 335mm x 480mm
Type: 310mm x 460mm
H x W

Mini Page

£750

Type: 187mm x 145mm
H x W

Half Page Vertical

£800

Type: 310mm x 108mm
H x W

Half Page

£800

Type: 153mm x 220mm
H x W

Quarter Page

£500

Type: 153mm x 108mm
H x W

Quarter Page Landscape

£500

Type: 75mm x 220mm
H x W

Eighth Page

£300

Type: 75mm x 108mm
H x W

Inserts

£150 per 1000
(weight not to exceed 30g)
Minimum charge- £600

Mechanical Data

PDF. Files should be CMYK and 300dpi resolution. No calibration or profiles should be applied and all fonts must be embedded and colour proof supplied. Files should be emailed to claire. alexander@peeblesmedia.com

peeblesmediagroup

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COLUMN WIDTHS

1 COLUMN	34mm
2 COLUMNS	71mm
3 COLUMNS	108mm
4 COLUMNS	146mm
5 COLUMNS	183mm
6 COLUMNS	220mm