

THE SKINNY

Media Kit 2025

THESKINNY

Scotland's free, monthly magazine covering all things cultural with a grassroots focus. The Skinny celebrates creativity.

"The Skinny has been an essential cornerstone in my career to date. Not only have they championed my musical project Honeyblood since its creation, they have been instrumental in helping me develop a fanbase. Like many, I look to The Skinny as a cultural tastemaker and feel privileged to have my own art included in many issues and hopefully into the future."

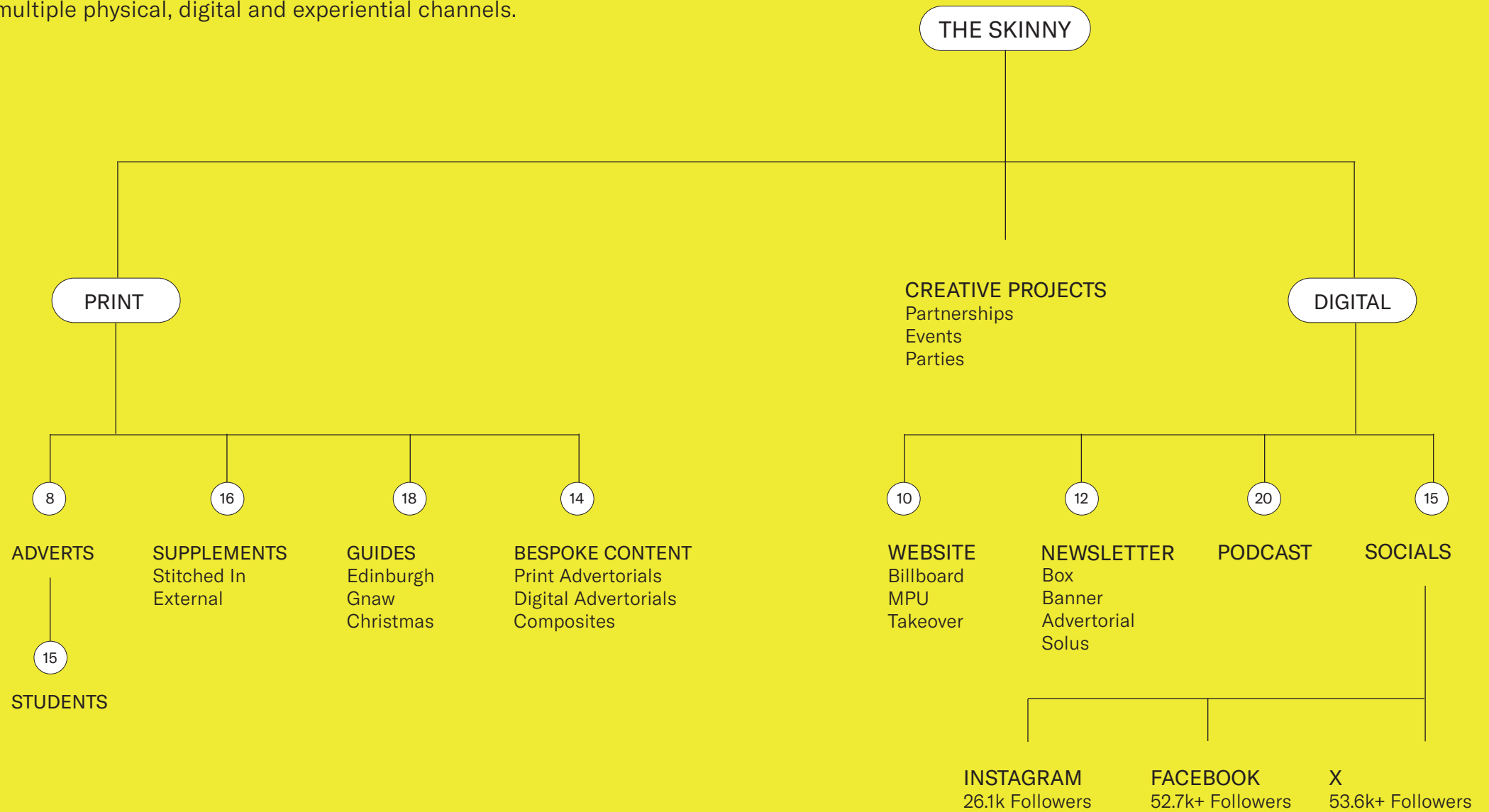
Stina Tweeddale,
Honeyblood

Photo: Serena Milesi



GET INVOLVED

It's not all about print. As an agile media brand, we communicate with our loyal readership through multiple physical, digital and experiential channels.

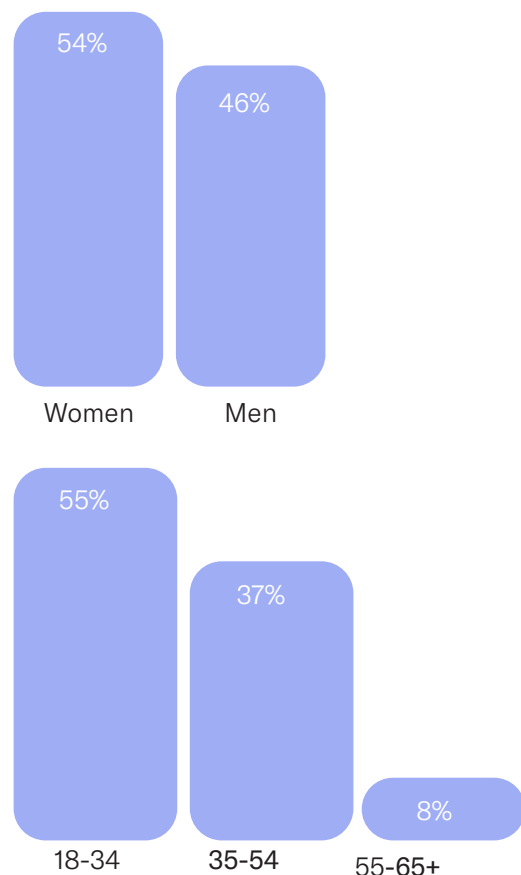


The Skinny reader is young, has cash, and goes out. Culturally adventurous, our core demographic is 18-34 years old, ABC1 and a roughly even gender split, favouring women.

25,000 free monthly print copies and 120,000 monthly readers

75,000 monthly unique users, 175,000 monthly page views and 15,000 email subscribers

130,000+ social media followers across Facebook, X and Instagram



PICK UP THE LATEST ISSUE

Our free monthly print magazine can be found at over 250 distributors across Edinburgh, Glasgow and Dundee. We review regularly to ensure optimal coverage, but broadly speaking you can pick us up at cafes, bars, galleries, cinemas, bookshops, supermarkets, selected airports and the Edinburgh trams.

PARTNERS

Don't take our word for it. Here is a small selection of the organisations who support The Skinny.



Since 2005 The Skinny's flagship monthly printed magazine has been a trusted source of events and culture recommendations in **Glasgow, Edinburgh and Dundee.**

We print **25,000 free copies** on **trimmed-tabloid size** recycled newsprint, available at **over 250 venues** every month.

ARTWORK CHECKLIST

300 DPI

CMYK

JPEG or PDF

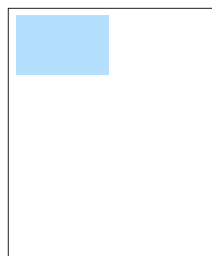
Fonts Embedded

No Crop Marks

Template files available on theskinny.co.uk/specs

Submit to adverts@theskinny.co.uk

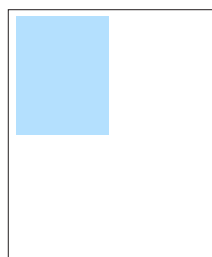
Deadlines on **page 23**
In-house design available for an additional cost (subject to availability)



Eighth Box

117.5mm(w) x 73mm(h)

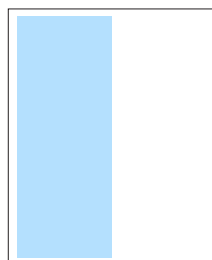
£325



Quarter Box

117.5mm(w) x 150mm(h)

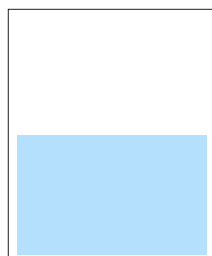
£545



Half Vertical

117.5mm(w) x 304mm(h)

£895



Half Horizontal

239mm(w) x 150mm(h)

£895



Full Page

Bleed: 275mm(w) x 342mm(h)
Trim: 265mm(w) x 332mm(h)
Type Safe: 240mm(w) x 310mm(h)

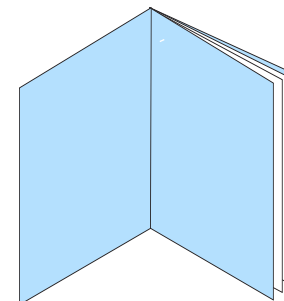
£1395



DPS (Double-Page Spread)

B: 540mm(w) x 342mm(h)
T: 530mm(w) x 332mm(h)
TS: 500mm(w) x 310mm(h)

£2500



Priority Positions

B: 275mm(w) x 342mm(h)
T: 265mm(w) x 332mm(h)
TS: 240mm(w) x 310mm(h)

Inside Front Cover: £1595

Page 3: £1595

Outside Back Cover: £1895

Cover Wrap

Consists of front cover, IFC, IBC and OBC

£9500

Looking to target students? Turn to p15!

Our website isn't just an engaging platform for all our news and features. It's a dynamic way of reaching our tech-savvy readership, via high-impact display units (p11) and custom promoted content (p14).

75,000 unique users per month

175,000 page impressions per month

0.18% average click-through rate

HOW MUCH DOES IT COST?

The cost of advertising on theskinny.co.uk is determined by pageviews or impressions.

This means you pay for the actual number of times your advert will be seen (CPM, cost per thousand impressions).

1. Choose an advert type from those on the right
2. Decide how many times you'd like your advert to appear on our site (impressions)
3. Multiply the CPM cost by the impressions (in thousands)

Example Impressions	Billboard (£18 CPM)	MPU (£20 CPM)
10,000	£180	£200
20,000	£360	£400
30,000	£540	£600

ARTWORK CHECKLIST

Traditional image formats and rich media accepted

Maximum file size 1mb

Please submit files 5 days before live date

Template files available on theskinny.co.uk/specs

BILLBOARD

Desktop: 970px(w) x 250px(h)

Mobile: 320px(w) x 50px(h)

£18 CPM

MPU

Desktop & Mobile: 300px(w) x 250px(h)

£20 CPM

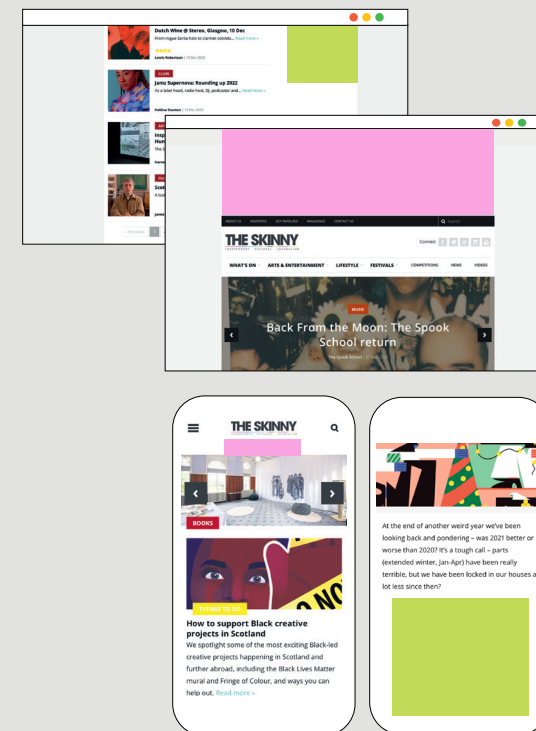
TAKEOVERS

Occupy the MPU, Billboard and Reskin (sides of the page) of a section, the homepage or the whole site.

Section: £150 per week
Site: £250 per day

Reskin specs: 2560px(w) x 1440px(h)
theskinny.co.uk/specs

Includes:
MPU
Billboard
Reskin



The Skinny ZAP, an organically grown, effortlessly informed newsletter.


Take advantage of our high engagement for timely, targeted digital advertising.

- Top weekly recommendations every Thursday
- Monthly new issue round-ups
- Mid-month exclusive long read
- 15,000+ subscribers
- Average open rate 20%+
- Also hosted on theskinny.co.uk
- Posted via social networks 130,000+ friends/followers

Please provide artwork to your sales contact no later than **Monday** prior to inclusion.


ZAP

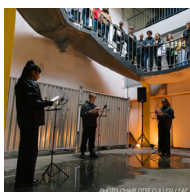
THE SKINNY ZAP



Hahaha, you thought festival season was over, didn't you? Festival season will "never" be over! All of your weekends will be filled with fun, exciting arrays of art and music! Yep, we might be heading into autumn but there are still a few bits of festive fun to be had, not least at **Freakender**.

The three-dayer from the fine folks at El Rancho, Fuzzkill and Eyes Wide Open returns to the Old Hairdresser's in Glasgow from 6 to 8 September with a packed lineup of garage rock, post-punk, doom-wop and neo-psych. Edinburgh disco-punks Bikini Body head up a bumper Saturday bill, joined by The Skinny faves Kaputt and Saint Sappho among many, many others – weekend tickets are sold out but **day tickets for Friday, Saturday and Sunday** remain.



LUNCHTIME READINGS:
Prem Sahib's Alleus at Edinburgh Art Festival

Read the reflections of our Edinburgh Art Festival Emerging Critics on this year's programme, including this piece by Celeste MacLeod-Brown on the Scottish premiere of Prem Sahib's sound work in an Edinburgh car park.

[READ MORE →](#)

Either book ads within the Zap (below), or create your own bespoke solus newsletter (right).

ZAP

Box Advertising

£160

300px(w) x 250px(h)

Banner Advertising

£320

600px(w) x 250px(h)

Advertorial

£400

Image:
600px(w) x 250px(h)

75 words

The Skinny team can help you create a beautifully engaging message to suit our readers' demands and convey your campaign effectively.

£800 + £100 Production Fee

SOLUS




Time to Connect!

Scotland's iconic Connect festival returned last year after a long 14-year hiatus. Relaunching in 2022 at Ingliston's Royal Highland Showgrounds near Edinburgh Airport, Connect is back for its fourth outing next weekend! Taking place over three packed days from 25 to 27 August, at this family friendly festival you'll find all manner of music, art, spoken word, discussion, comedy, wellness, a fine dining chef's table experience, food from neighbourhood good market and more on this surprisingly lush site, complete with a small stream and lake.

For those wanting to make the most of the weekend, two- and three-day ticket holders will have access to more camping options this year, with everything from BYOT (bring your own tent) to glamping in a luxury bell tent available, while day ticket holders can merely pick the day(s) which suits them best, taking advantage of Edinburgh's excellent public transport links from the city centre.

When it comes to this year's musical offerings, the team behind Connect have been practically clairvoyant, with six acts from its expertly curated lineup - Young Fathers, Jockstrap, Loyfe Carner, Olivia Dean, RAYE and Fred again... - shortlisted for this year's **Mercury Music Prize**. Impressive foresight, we're sure you'll agree.

For the full Connect lineup head to connectmusicfestival.com. Below, we pick out some highlights for each day, and take a closer look at what makes Connect festival unique.



Day One: Friday 25 August
Primal Scream, Franz Ferdinand, Jockstrap



Day Two: Saturday 26 August
Fred again..., Young Fathers, Róisín Murphy

For campaigns requiring a more tailored approach, use The Skinny to tell your story. We can use our seasoned journalists to develop engaging print and web content to your brief.



COMMUNITY COMPOSITES

For Christmas (and sometimes other times of year), we create composite opportunities where multiple clients can book inclusions in the same article.

This can be an economical alternative – or addition – to bigger campaigns, and is a great option for smaller local businesses.

£200 for an image and 50 words of copy

ADVERTORIALS

Size	Print	Online	Both
Full Page	£1395	£1200	£2100
Double	£2500	£2000	£3750

● All advertorials subject to additional production costs starting from £100. These include writing and editing but may also include design, photography or illustration depending on the brief.



Try giving your campaign an interactive element to really amplify your engagement with our readers.

INSTAGRAM

Take advantage of our fastest-growing social platform by engaging directly with our 26.1k Instagram followers.

POSTS **£250**

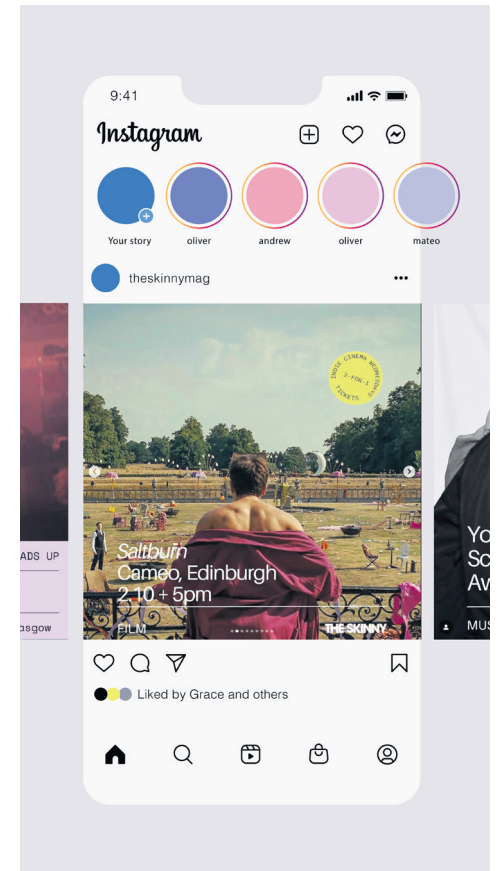
Deliver your message to our audience via a sponsored story or grid post.

TAKEOVER **£750**

Get 24 hours of access to @theskinnymag and have fun posting to our Stories and Grid.

COMPETITIONS **£250**

We can host competitions via theskinny.co.uk and share them through our socials.



STUDENTS

We publish a 24pp Student Guide in September full of student-gear content. We both stitch it into the September edition of The Skinny (x25,000 copies) AND distribute it separately (x20,000) to Freshers Fairs and student hotspots. Despite the increased distribution, advertising costs the same as the regular mag (see p8-9).

For when a single article or advert won't quite cut it, we can make you a whole new publication.

We'll turn our in-house expertise to creating a unique multi-page exploration of your event, festival or exhibition, all according to your brief. This can be stitched into The Skinny and/or printed as a high-quality stand-alone magazine.



Every project is quoted bespoke – please get in touch to find out more.

INDIE CINEMA GUIDE

In 2023, Film Hub Scotland commissioned us to create a series of publications to support the Scottish screen sector. Each seasonal 32-page edition was printed on high quality uncoated paper stock, and available for free across central Scotland and Inverness.



Established in 2002, our sister magazine Fest has grown to become the biggest free guide to the Edinburgh festivals. Now covering Adelaide's summer festivals in February & March too!

FEST EDINBURGH

- Official media partner to the Edinburgh Festival Fringe
- Tactical frequency of editions providing comprehensive festival visibility
- Compact A5 size for easy portability
- Targeted distribution to box offices and key venues
- Relaunched design in 2022 to celebrate 20th anniversary

FEST ADELAIDE

- Only dedicated festival magazine in the city, est. 2018
- Two jam-packed editions for 2025: one Preview issue before the festivals and one Festival issue during
- Printing 10,000 copies of each, 20,000 total
- Same winning formula of pocket-sized A5 editions and strategic distribution
- Working with local arts journalists and established critics

Talk to George (george@festmag.com) or head to [festmag.com/advertise](https://www.festmag.com/advertise)

Looking to target culture-hungry tourists in Scotland's cities? Try our compact guides to Edinburgh and Christmas & Hogmanay, and our new guide to Scotland's food and drink, GNAW.

Offering insider's guides to the cities plus tips on things to do in the surrounding areas, these free A5 print publications provide a curated tour of restaurants, bars, galleries, record stores and bookshops, with a focus on supporting local businesses and community projects.



GUIDE TO EDINBURGH

30,000 copies, available throughout the city as well as on the Edinburgh trams during the summer.

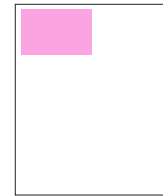
GNAW

A new summer publication exploring Scotland's food and drink. 20,000 copies, available across the Central Belt and at tourist centres across the country.

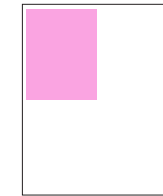
GUIDE TO CHRISTMAS & HOGMANAY

20,000 copies, available across Edinburgh, Glasgow and Dundee over the festive period.

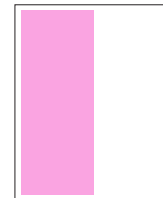
	ARTWORK	STREET
GNAW	6 May	16 May
Edinburgh	17 Jun	27 Jun
Christmas	11 Nov	21 Nov



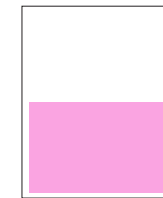
1/8 Box
60mm(w) x 45mm(h)
£275



1/4 Box
60mm(w) x 93mm(h)
£475



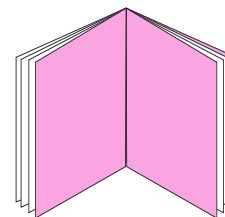
1/2 Vertical
60mm(w) x 188mm(h)
£725



1/2 Horizontal
123mm(w) x 93mm(h)
£725



Full Page
B: 154mm(w) x 216mm(h)
T: 148mm(w) x 210mm(h)
TS: 128mm(w) x 190mm(h)
Internal £1125
Inside Front Cover/P3 £1495
Outside Back Cover £1795



Double-Page Spread £2095
B: 308mm(w) x 216mm(h)
T: 296mm(w) x 210mm(h)
TS: 256mm(w) x 190mm(h)

ARTWORK CHECKLIST

- 300 DPI
- CMYK
- JPEG or PDF
- Fonts Embedded
- No Crop Marks

Template files available on theskinny.co.uk/specs

Submit to adverts@theskinny.co.uk

In-house design available for an additional cost (subject to availability)

We're more than just a print and digital platform. Creative Projects are where we take our content off the page and into the physical world.



KELBURN GARDEN PARTY
Since 2018 we have programmed and curated The Pyramid Stage at the West Coast's longrunning jewel of a music festival, selecting the best local and up-and-coming artists to storm the Kelburn estate.



OUR STORIES: BETWEEN MYTHS AND MEMORIES
A multi-arts celebration of storytelling across the Scottish African Diaspora, in partnership with the David Livingstone Birthplace Museum, and released as a podcast via Radio Buena Vida and EHFM.



Free MUBI Screenings
We've teamed up with movie streaming platform MUBI to host free film screenings at cinemas in Edinburgh and Glasgow.



FEST MAGAZINE LAUNCH PARTY
Every August we kick off Edinburgh's festivals with a big party for the industry, with music, dancing, drinks, photo booths, limited edition tote bags and more.

The Skinny on the airwaves. In recent years we have branched out into the audio space, launching not only our own podcast (The Cineskinny), but also producing and hosting podcasts for partners and advertisers.

▶ **THE CINESKINNY**
FILM PODCAST

Launched early 2022, our fortnightly film podcast The Cineskinny has quickly become essential listening for film fans in Scotland (and further afield). Featuring discussions on classic films, brand-new films, film festivals, the politics of film, arthouse thinkers and action bangers with loads of explosions, there's a bit of everything for your ears.

▶ **GLAYVA:**
NOT YOUR USUAL

2023 saw us produce a series of interviews with interesting Scottish artists. Each chat had a podcast episode to complement the print and digital feature, themed around the whisky liqueur sponsor Glayva's tagline: Not Your Usual. Listen to the episodes online, and ask how we can produce audio content for your campaign.



The Cineskinny Film Podcast
How to Have Sex, Anatomy of A Fall, and Holi-





Chapell Roan – Photo: Marilena Vlachopolou

2025 STREET DATES & DEADLINES

	Booking	Artwork	Street
January	11 Dec	17 Dec	6 Jan
February	22 Jan	28 Jan	3 Feb
March	19 Feb	25 Feb	3 Mar
April	19 Mar	25 Mar	31 Mar
May	16 Apr	22 Apr	28 Apr
June	14 May	20 May	26 May
July	18 Jun	24 Jun	30 Jun
August	16 Jul	23 Jul	28 Jul
September	+ STUDENTS 	20 Aug	26 Aug
October	17 Sep	23 Sep	29 Sep
November	22 Oct	28 Oct	3 Nov
December	19 Nov	25 Nov	1 Dec
January 2026	11 Dec	16 Dec	5 Jan
GNAW		30 Apr	6 May
Edinburgh		11 Jun	17 Jun
Christmas		5 Nov	11 Nov

PAYMENT Ts & Cs

- Print advertising clients have 7 days after street date to make payment
- All invoicing is electronic unless otherwise stated
- Up to 30% may be added to your invoice as a late payment charge if you do not pay by the agreed date
- You will have 48 hours after booking to cancel your advert after which time you will be liable for the full cost of the advertising booked
- If advertising is booked but artwork not provided by the deadline, the client is still liable for the cost of the advertising

Full terms and conditions can be found at:
theskinny.co.uk/about/advertising-terms-and-conditions



THE SKINNY

The Skinny
M9, Codebase,
Argyle House
3 Lady Lawson Street,
Edinburgh EH3 9DR
+44 (0)131 467 4630

Advertising: sales@theskinny.co.uk

Commercial Director: sandy@theskinny.co.uk

Fest Director: george@festmag.com

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