

SELECT PUBLISHING LTD

ADVERTISING RATES 2019/20

SCHOOL GUIDE EDINBURGH & LoTHIANS
NURSERY GUIDE EDINBURGH & LoTHIANS



20,000 READERS

School Guide, Edinburgh and the Lothians

Readers are **affluent parents of mainly 0 - 15 year old children** in Edinburgh and the Lothians. The guide contains unique and valuable information about schools, exam results, fees and facilities that parents keep to and refer back to over the year.

Nursery Guide, Edinburgh and the Lothians

Readers are affluent **parents whose are expecting or have a baby up to school age** in Edinburgh and the Lothain's. The guide contains unique and valuable information on over 100 private and independent nurseries including fees, facilities and ratings that parents to refer back to over the year.

Magazine Distribution

10,000 copies of each guide are sold online or distributed throughout the year FREE to pick up from: bookshops, libraries, sports centres, cafés, doctors surgeries, relocation, estate agents, soft play venues plus other family friendly outlets in and around Edinburgh. With a print readership of around **20,000 parents**.

Select Publishing - Advertising Packages

nurseryandschoolguide.co.uk

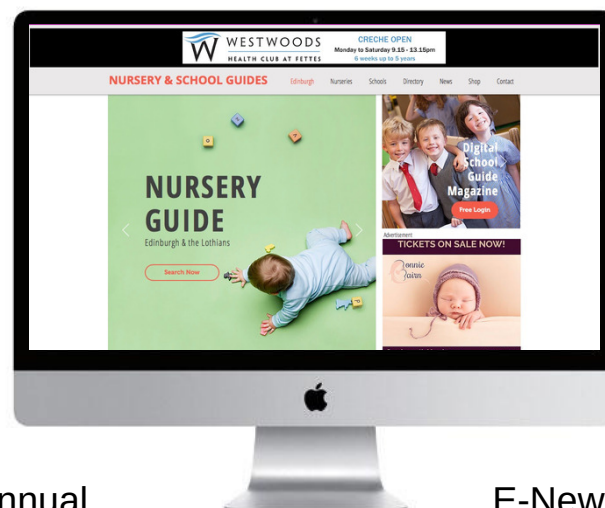


School Guide Edinburgh

Magazine - Out July 2020

Booking - Jan to May 2020

Copy Deadline - 24th May 2020



Annual
Website
Listings & News

Supplied
anytime
year round



E-Newsletter
Out 1st Tuesday
each Month

Supplied
any time
each month



Nursery Guide Edinburgh

Magazine - Out Jan 2020

Booking - Jan to Oct 2019

Copy Deadline - 1st November 2019

ANNUAL ADVERTISING PACKAGES

Magazines +
Website Listings +
Newsletters +
Website News +

ALL INCLUSIVE ANNUAL PACKAGES

Print | Digital | Joint Magazine Discounts

School Guide Edinburgh & Lothians

Nursery Guide Edinburgh & Lothians

		Annual booking:	1 Mag	Both Mags
DELUXE PACKAGE	Magazine 1 Page + Website Listing + 5 Newsletter & Website News		£600	£475 each
PREMIUM PACKAGE	Magazine 1/2 Page + Website Listing + 3 Newsletter & Website News		£340	£280 each
CLASSIC PACKAGE	Magazine 1/4 Page + Website Listing + 2 Newsletter & Website News		£180	£150 each
STANDARD PACKAGE	Magazine 1/8 Page + Website Listing + 1 Newsletter & Website News		£100	£80 each
Single Title Booking	Outside Back Cover 1 page = £720			
Single Title Booking	Inside Front or Back Cover 1 page = £660			

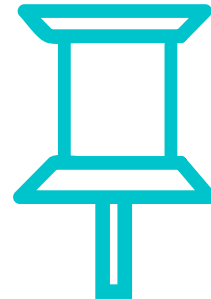
Why advertise with us ?

SCHOOL GUIDE & NURSERY GUIDE BRANDS



Readers Trust

Our products provide unique information that readers use to compare, keep and value highly



Highly Targeted Readership

Our audience are affluent parents in Edinburgh & Lothians both female and male



Money Saving Packages

Our package is a year of marketing in print and online saving you time and money

DIGITAL AD RATES

Website
Newsletters

For further details
07908131741
nikki@selectpublishing.co.uk



DIGITAL ONLY RATES

Website
listing entry



£50 per annum

Leaderboard Ad



Website MPU Ad



£30 per month

£20 per month

Monthly
eNewsletter
linking to full
story on website



£25 per issue

SPECIFICATIONS

DEADLINES

Nursery Guide

1st Nov 2019

School Guide

24th May 2020

Newsletter Deadline

Supplied by the 1st Monday of the month
(Low res jpeg images with 100 - 600 words)

Website Ad Copy Specification

Giff or Jpegs (+ link to your site page)

Magazine

Sizes mm

1 page (including covers)	210(w) x 297(h) + 3mm trim all round
1/2 page	170(w) x 115(h)
1/4 page	83(w) x 115(h)
1/8 page	83(w) x 55 (h)

Adverts should be supplied as print quality PDFs, JPEG or TIFF files.

Colour should be CMYK. Correct size for advert image is 300dpi at actual size.

Website

Sizes px

Leaderboard (top of all pages)	650(w) x 80(h)
MPU (centre of home page)	320(w) x 300(h)
Listing	3 Photos + requested text
News linked to newsletter	1 -2 Photos + your text (100-600 words)

Digital Reach



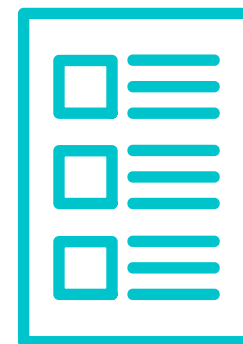
Website

- Mobile optimised design
- Average **2,000** visitors per month



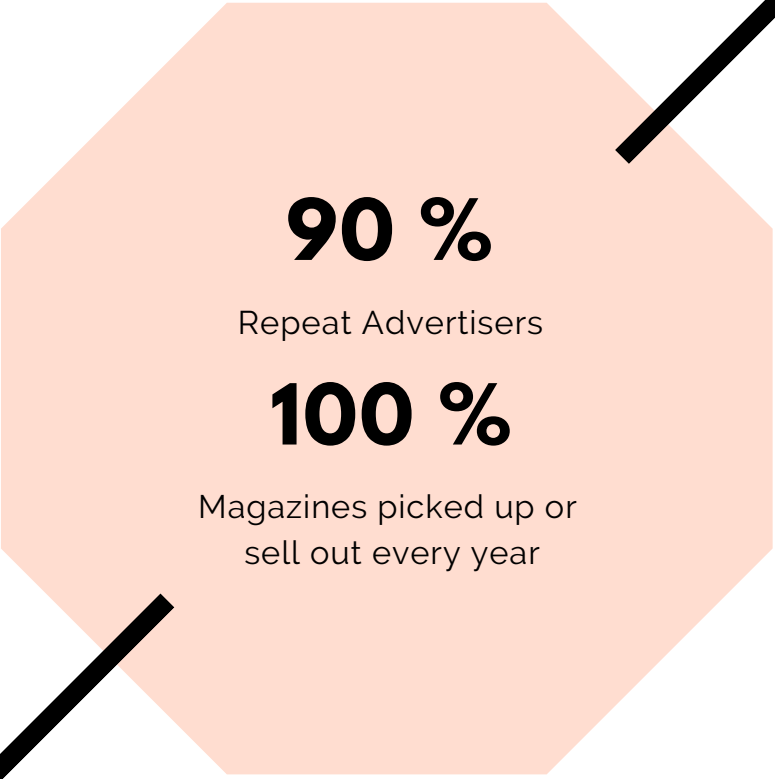
Website Subscribers

- **3,000+** Website Members



Newsletter Engagement

- Approx **3,000** delivered
- **70%** Opened
- **30%** Click through



90 %

Repeat Advertisers

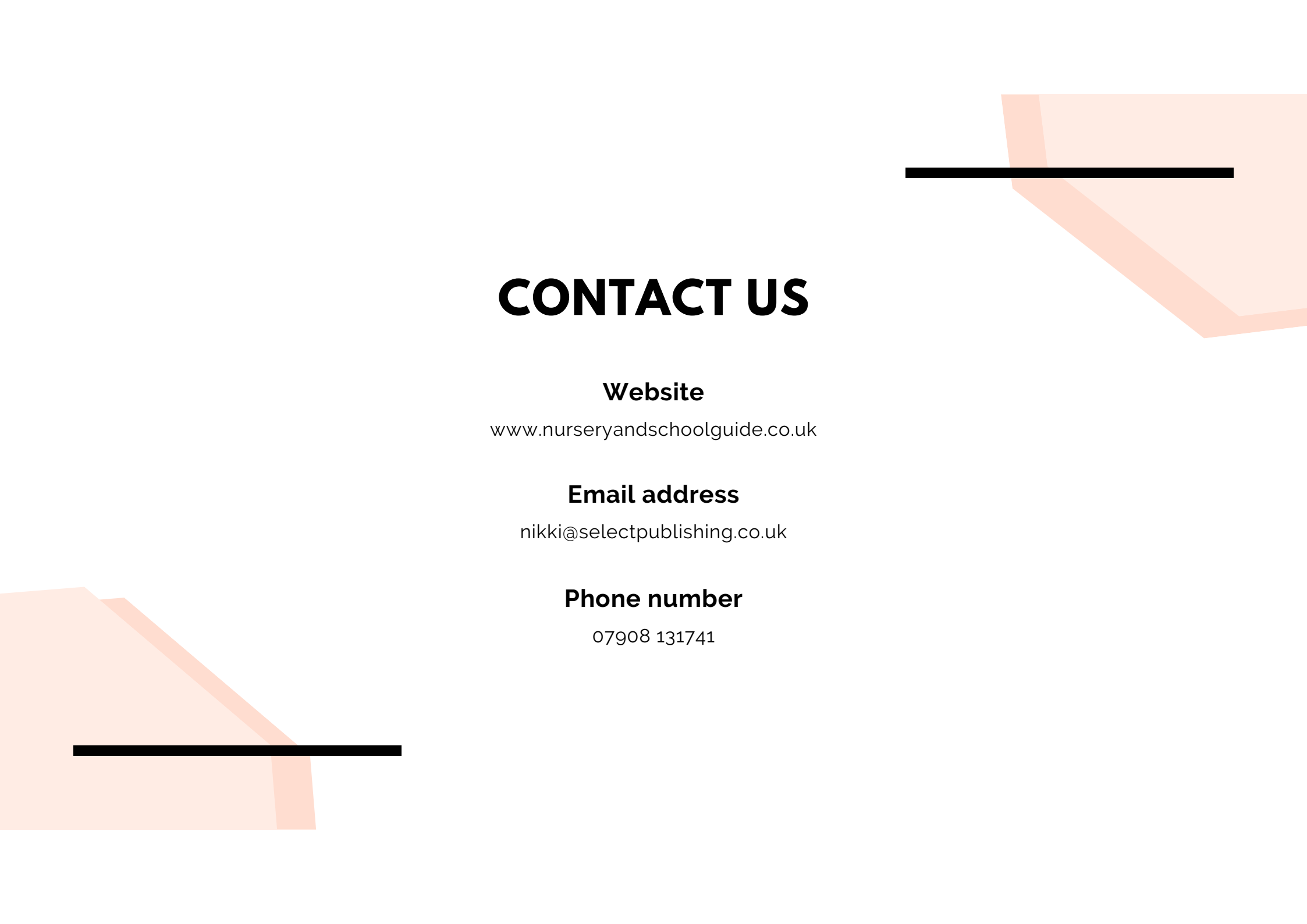
100 %

Magazines picked up or
sell out every year



"I've had my first order from my
entry in your newsletter!!
It's basically paid for my advert
before it appears in the
magazine and I wanted to say
thank you".

Anna Milne - The Label Lady



CONTACT US

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