

SCOTTISH COUNTRY DANCER

RSCDS MEMBERS' MAGAZINE



WANTING TO REACH A SCOTTISH, UK OR GLOBAL AUDIENCE INTERESTED IN SCOTTISH DANCE, CULTURE, MUSIC, EVENTS, TRAVEL, TOURISM AND MUCH MORE IN A COST EFFECTIVE WAY?

The Scottish Country Dancer magazine is the global magazine for our worldwide community of nearly 12,000 Scottish country dancers who are members of our 460 Branches and Affiliate Groups around the world. Published by The Royal Scottish Country Dance Society, this bi-annual magazine is delivered free of charge to all our members in April and October each year and has an estimated readership of 26,000 per copy globally, many of whom take an active and regular interest in things Scottish and dance.

Back copies of the magazine are accessible to the public on our website which attracts between 30,000 to 70,000 users per month.

We regularly carry adverts of Scottish country dance events (including in Scotland, the UK and globally), Scottish clothing companies, dance shoe makers, accessories – but our readership is also a warm audience for companies linked to travel, children's educational activities, Scottish tourism, musical instruments, Celtic culture amongst other related businesses.

Attached is a copy of our latest issue for your consideration.

If you wish to promote your company and its products to our vibrant community then the Scottish Country Dancer could be a new, effective advertising vehicle for you.

For further details or to reserve advertising space, please contact Cécile Hascoët on:

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SCOTTISH COUNTRY DANCER PRICELIST 2016



MAGAZINE DETAILS

Size:

32 pages, A4, full colour

Frequency:

Twice yearly – April and Oct

Copy deadline:

8 weeks prior to publication
for finished artwork

MAGAZINE SPECIFICATIONS & RATES PER ISSUE (EX VAT)

		NON-MEMBERS	MEMBERS
Cover:			
Outside Back	297mm x 210mm	£800	£800
Inside Fr / B	297mm x 210mm	£600	£600*
Inside:			
Full Page	257mm x 180mm	£500	£500*
Half Page	127mm x 180mm	£300	£200*
Quarter	88mm x 127mm	£175	£125*
Eighth	61.5mm x 88mm	£100	£75*

All Branches and Groups which are registered as Charities in the UK are VAT free.

Good quality hard copy or electronic copy in high resolution (300dpi) of your advertisement in PDF. If you would like us to design your advert, there will be an extra charge, starting from £30 plus VAT.

** Adverts in two consecutive issues can claim the multiple insertions rate. To be agreed upon first booking.*