No.1

SCOTLAND'S GLAMOROUS GLOSSY

Media Pack 2016

PLATFORMS

Separate digital media pack available

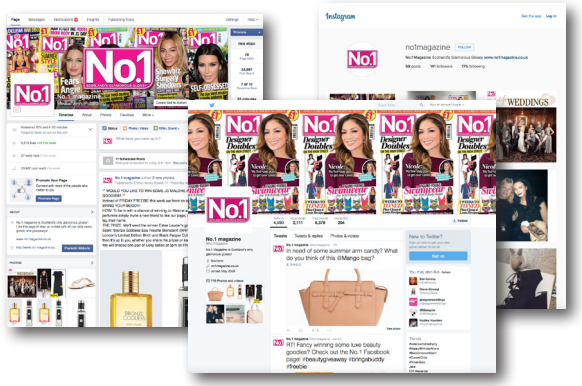
No.1 sells more magazines in Scotland than *Grazia*, *Vogue* and *Hello...*

With a readership in excess of 125,000...

Outselling its nearest Scottish competitor by 10:1

Member of the Audit Bureau of Circulations

14,919 Up 3% year on year



SOCIAL MEDIA

- **Facebook** 9,600 fans
- **Twitter** 8,800 followers
- **Instagram** 25% increase month to month
- **Pinterest** launched June 2015

WEBSITE

Unique users 21,000
Email marketing database of 60,000
***No.1* newsletter** 55,000 subscribers
Monthly page impressions 50,000

DIGITAL EDITION

No.1 advertisers can link from their ad straight to their site.

THE No.1 APP

The *No.1* app is the latest interactive method to connect with the No.1 reader

No.1 MAG ON YOUTUBE

No.1's YouTube was launched at the start of 2015, and draws in an ever increasing and enthusiastic audience.

Our reader is a high-end consumer...

- *No.1* readers spend in excess of £89 million a year on fashion
- Over 85% of readers surveyed regularly buy products advertised in *No.1*
- 70% of readers visit salons, restaurants and hotels reviewed in *No.1*
- Almost 80% spend more than £100 on fashion and beauty on a monthly basis
- 85% have tried a product or treatment featured in the *No.1* health and beauty section
- *No.1* readers spend over £47 million a year on beauty

No.1 For Scottish Women

Packed full of fashion and beauty...
Scotland's glamorous glossy hits the newsstands every month and is full of top fashion trends, the hottest beauty looks and hair tips. What makes *No.1* unique is that every product featured is available right here in Scotland!

No.1 is all about real-life...
Each issue features inspirational women from around Scotland, amazing reader make-overs, real-life Scottish weddings and the low down on the hottest events from around the country.

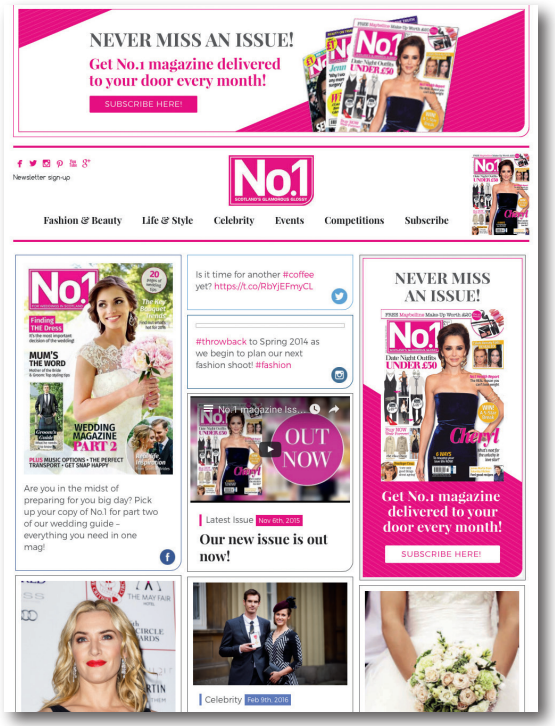
We road-test and review...
No.1 brings its readers reviews of local restaurants and hotels, as well as road-testing the latest beauty and cosmetic innovations.

It's about living the good life...
No.1 magazine is a staple read for Scottish women, bringing its readers everything they need to know about living the good life in Scotland.

80% readers aged between 25-54

50% have a household income over £30k

Multimedia opportunities



PRINT SOLUTIONS

Customised marketing and editorial solutions aligning your brand with the most successful Scottish ladies lifestyle magazine.

ONLINE OPTIONS

Interactive advertising with full access allowing you to update any special offers or showcase any new ranges – live in real time.

NO.1 APP

Gain additional exposure through inclusion in the brand new *No.1* app which offers advertisers the opportunity to interact with readers.

Advertising Rates & Copy Deadlines

Advert type		Price
1/9 Page Directory	includes online listing	£245
1/4 Page		£595
1/2 Page		£995
Full Page		£1795
Double Page Spread		£2995
Full Page Front Section		£1995
Inside Back cover		£2100
Inside front cover		£2450
Outside Back cover		£2750

All prices subject to VAT

PRODUCTION DETAILS

Images to be supplied as a JPEG at 300 dpi.

SOFTWARE FORMATS
Acrobat, Photoshop, Indesign, Illustrator CC.

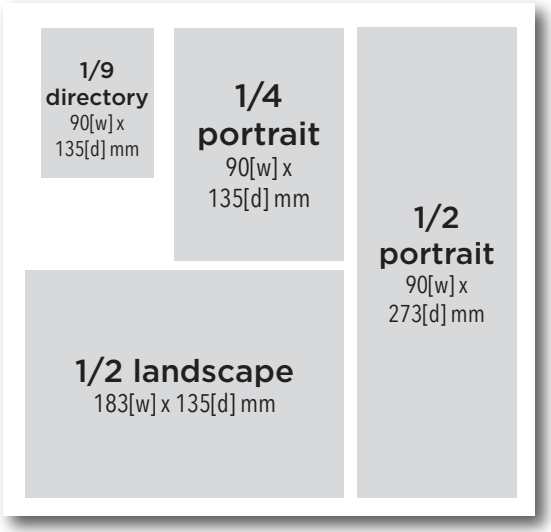
When supplying PDF, settings preferred are PDFX-1a-2001. Photoshop files must be supplied as CMYK as conversion from RGB to CMYK may alter final colour. If supplying Photoshop layered files [.PSD] please remember to supply fonts.

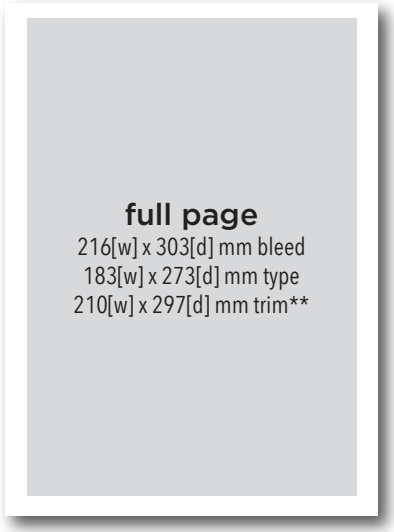
Illustrator files, either supply fonts or outline where necessary. Native files are also accepted, but please package all files to include, fonts and images.

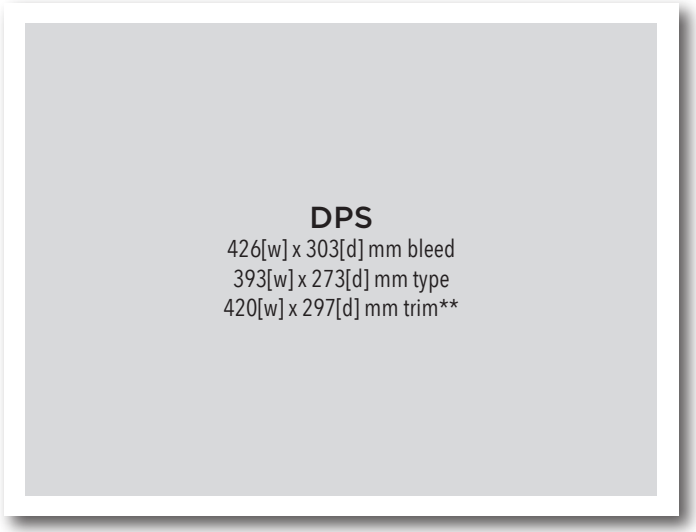
MECHANICAL SPECIFICATION
Artwork can be supplied by email or by sending via MailBigFile, WeTransfer etc

COPY DEADLINES

Issue No	Copy Deadline	On the shelves
164	**7 January**	**28 January**
165	**4 February**	**25 February**
166	**3 March**	**24 March**
167	**7 April**	**28 April**
168	**5 May**	**26 May**
169	**9 June**	**30 June**
170	**7 July**	**28 July**
171	**4 August**	**25 August**
172	**8 September**	**29 September**
173	**6 October**	**27 October**
174	**3 November**	**24 November**
175	**8 December**	**29 December**







**NB: trim is only supplied to indicate finished size of magazine

TERMS / CANCELLATIONS
[*Samples must be supplied for approval.
*Discount for payment with order 10%
**All prices exclude VAT].
Suspension or cancellation of orders must be received in writing 8 weeks prior to the date of publication.

CALL OUR SALES MANAGER ON
0141 567 2738