

# PITLOCHRY LIFE

Rate Card 2016

**Pitlochry Life** is a long established **monthly** magazine with over 30 years of history. It is the 'Go to' place for information on local trades and services, great deals, places to eat, things to do and places to visit. It is a credible and trusted source of information for Pitlochry and surrounding areas. Print marketing with us will enhance your reputation and build your brand with both residents and visitors.

Our distribution is by Door to Door to **all homes and businesses in Pitlochry, Blair Atholl, Kinloch Rannoch and Aberfeldy** - It includes specially targeted "pick up" points including restaurants, coffee shops, hotels, B&Bs and anywhere that visitors have the opportunity to pick it up.

Remember it's delivered FREE, it's FREE to pickup and is FREE to view on-line from wherever you are. So, with up to **10,000** copies during the Tourist Season, your advert can reach **25,000 +** potential readers, and unlimited reach over the net.

Our readers like us because we provide an excellent mix of interesting articles and access to local businesses and services. Our advertisers like us because we make their advertising budget work harder – big results at great value prices. Pitlochry Life advertising includes free on line and mobile access to your advert.

We are a small business giving you a personal service. Should you need help building and creating an outstanding advert for your business, we can help with that too. With a small team we can quickly build up a great working relationship with you - so you feel part of the success story too.

**Pitlochry Life works:** because of our A5 size, content, look and feel, it is kept by the majority from one month until the next. Every month we include a very popular 'Get Out' section, with editorials from experts on Fitness, Property, Gardening and Computing. Combined with a topical 'theme' that gives Pitlochry Life longevity - and your advert an unrivalled presence. All adverts and businesses are LOCAL - meaning better response rates and relevance.

**Pitlochry Life** will provide you and your business with a unique opportunity to reach all your customers in a welcome format and promote your business successfully. We believe in positive brand promotion.

## Full Colour Advertising Only

# £49

Up To 10,000 copies!

Or only £39 monthly on a 12 month contract

All Prices Ex VAT

INSIDE PAGES	Height x Width	Per Issue
Quarter Page	93mm x 63mm	£49
Half Page Horizontal	93mm x 128mm	£89
Half Page Vertical	190mm x 63mm	£89
Full Page Margin	190mm x 128mm	£149
Full Page No Margin	210mm x 148mm + 3mm Bleed	£149
Centre Pages (each)	As above	£199
Inside Front/Back	210mm x 148mm + 3mm Bleed	£199
<b>BACK COVER</b>	210mm x 148mm + 3mm Bleed	£250
<b>FRONT COVER</b>	Max one per year	£299

- 10,000 Monthly Copies During High Season
- 25,000 + Potential Readers - Every Month
- 100 % Coverage of Pitlochry - Every Month
- 100% Coverage of Postcodes PH9,16,17,18
- 2,000 + Copies PH15—Aberfeldy
- FREE Magazine – No Cover Price For Readers
- FREE Copies For All Local Businesses Where Your Customers Can See You
- FREE Unlimited Coverage for your advert on our digital platform
- FREE Facebook support for your business campaign
- FREE Artwork
- FULL COLOUR - Your advert stands out and your business deserves nothing less
- DISCOUNTS for Block Booking
- Easy To Remember Deadlines—15th Monthly

If you would like to be in Pitlochry Life or would like more information - please contact

**Debbie -**

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*....Our Business is Your Business!*

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