

PITLOCHRY LIFE

Rate Card 2021

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, Aberfeldy, Dunkeld and Birnam** - we also have specially targeted "pick up" points that include 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

£54⁹⁹

Up To 10,000 copies!

Or only £47 on a 12 month contract

All Prices plus VAT

INSIDE PAGES	Height x Width	1 Issue	3 Issues
Quarter Page	93mm x 63mm	£54.99	£149
Half Page Horizontal	93mm x 128mm	£99.99	£269
Half Page Vertical	190mm x 63mm	£99.99	£269
Full Page Margin	190mm x 128mm	£169.99	£459
Full Page No Margin	210mm x 148mm + 3mm Bleed	£169.99	£459
Centre Pages (each)	As above	£199	£537
Inside Front/Back	210mm x 148mm + 3mm Bleed	£199	£537
BACK COVER	210mm x 148mm + 3mm Bleed	£250	£675
FRONT COVER	Max one per year	£299	n/a
DOUBLE PAGE	210mm x 296 + 3mm Bleed	£299	n/a

- 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
- 1,000 + Copies PH8 - Dunkeld & Birnam
- 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
- FREE Artwork
- FULL COLOUR - Your advert stands out and your business deserves nothing less
- DISCOUNTS for Block Booking
- Easy To Remember Deadlines—13th Monthly

Did you know we can deliver your leaflets and menus to Aberfeldy, Dunkeld and Birnam?

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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