

SCOTTISH COUNTRY DANCER

RSCDS MEMBERS' MAGAZINE



WANT TO REACH A SCOTTISH, UK OR GLOBAL AUDIENCE INTERESTED IN SCOTTISH DANCE, CULTURE AND MUSIC IN A COST-EFFECTIVE WAY?

Scottish Country Dancer is the global magazine for our worldwide community of nearly 10,000 Scottish country dancers who are members of our 460 Branches and Affiliated 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 20,000 per issue globally, many of whom take an active and regular interest in Scottish dance, music and culture.

Back copies of the magazine are accessible to the public on our website which attracts over 43k page views per month, and on ISSUU which has already attracted over 90,000 impressions.

We regularly advertise Scottish country dance events (in Scotland, the UK and globally), as well as Scottish clothing companies, dance shoe makers and dance accessories. However, our readership is also the ideal audience for companies linked to travel and Scottish tourism, Celtic culture, children's educational activities and musical instruments for example.

If you wish to promote your company and its products to our vibrant worldwide community then *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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Email: mag.advertising@rscds.org

SCOTTISH COUNTRY DANCER PRICELIST 2022



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:			
Full Page	257mm x 180mm	£800	£800*
Half Page	127mm x 180mm	£500	£400*
Quarter	88mm x 127mm (portrait)	£300	£200*
Eighth	61.5mm x 88mm (landscape)	£175	£125*

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

We accept digital versions of your advertisement artwork in a high-resolution (300dpi), PDF format. If you would like us to design your advert, there will be an extra charge, starting from £30 plus VAT (please contact us for a quote).

** Adverts in two consecutive issues can claim the multiple insertions rate (up to 15% off) To be agreed upon first booking.*