

17° MEDIA KIT 2024

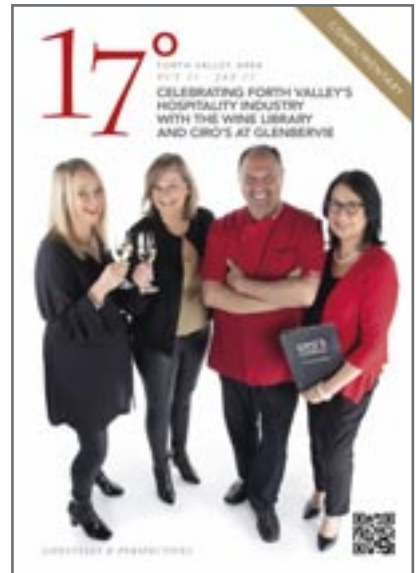
Magazine

www.17mag.com

OUR PUBLISHER
caroline@17mag.com

FORTH VALLEY'S QUARTERLY LIFESTYLE MAGAZINE

Available to pick up **FREE** at stands and local businesses.



MISSION STATEMENT

The award-winning 17° Magazine serves the Forth Valley area and beyond with a progressive, creative, and insightful free publication that focuses on the vibrant people, places and businesses in our area.

The magazine's content builds and strengthens awareness, trust, and appreciation of local businesses. 17° Magazine is designed to be easy to pick up, difficult to put down and impossible to throw away.

17° Magazine reaches your target audience and is available to pick up at local businesses.

17°
Magazine

CELEBRATING 7 YEARS OF COMMUNITY SPIRIT

Quoted from a major high street brand manager,

"As soon as we put the magazines out we have to restock within an hour."



DEMOGRAPHICS AND DISTRIBUTION

WE REACH AFFLUENT AND HIGH INCOME HOMES
 (£85,000+ AVERAGE HOUSEHOLD INCOME) WITH HIGH DISPOSAL INCOME.

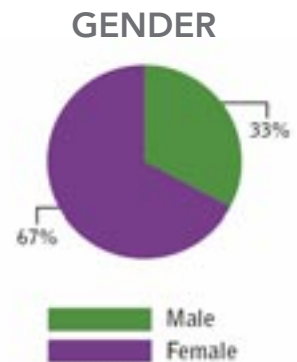
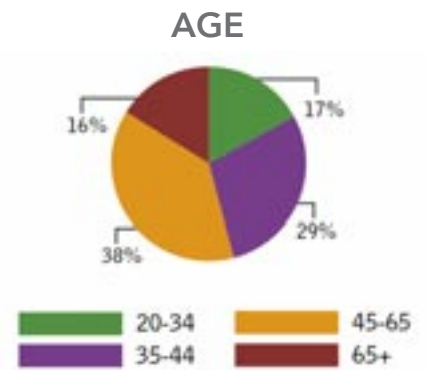
17° Magazine Demographics

READERSHIP - 35,000 and growing

PRINT CIRCULATION - 10,000
 includes complimentary copies and subscriptions

DIGITAL CIRCULATION - 4,600 and growing

Please visit our website to request business delivery
www.17mag.com



Why advertise with 17° Magazine?

- Put your advertising directly into the hands of active spenders, opinion leaders, professionals and business owners.
- Reach readers who enjoy positive, refreshing content and are enthusiastic about supporting local business.
- Your advertising won't get lost! 17° Magazine has one of the highest content to ad ratios in the business, one page of editorial content to every advertising page.
- 17° Magazine has a lively, easy to use digital edition, visit www.17mag.com where you can read our current and past issues. We also hotlink your ad to your website.

WE'D LOVE TO HELP PUT YOUR BUSINESS ON THE MAP Stand & Pick Up Locations

Falkirk: Falkirk Business Hub, Marks and Spencer, Central Perk Cafe, The Royal Bank of Scotland, Falkirk Football Stadium, The Howgate Shopping Centre, Renella, Barrhead Travel, Falkirk Carpets and Interiors, The Wine Library, Olivia Cameron Bridal, Stewart Highland, Catwalk, DTA Accounting, Antonine House, Minuteman Press and Antonine Hub.

Larbert: Larbert Post Office, Tryst Dental Practice, Glenbervie Golf Club, Enhanced Aesthetics, Kristen Sturman Acupuncture and Complementary Therapy Clinic and Podiatry Plus.

Grangemouth: Pacitti Jones Solicitors, Mercedes Benz, Grange Manor Hotel and Premier Lodge Hotel.

Stirling, Bridge of Allan and Dunblane: Royal Bank of Scotland, Marks and Spencer, Stirling Rugby Club, Dobbie's Garden Centre, Scion House, Allanwater Cafe, Coffee Bothy at Blairmains Farm Shop and The Woodside.

Linlithgow and Bo'ness: Richmond Park Hotel, McMoo's Ice Cream Parlour Desserts & Cafe, Mannerstons Cafe & Farm Shop, The Bridge Inn and Kingsfield Golf and Leisure.

Alloa: Alloa Business Centre.

Testimonials

Jordan Summers

Jordans Cleaning Services (CEO)

"Every time we advertise in 17° Magazine our business grows! The majority of our current business and residential clients have been gained simply by word of mouth and by advertising in the publication. I am very grateful to the team at 17° Magazine"

Ross Miller

Managing Director, Renella Ltd

"Through our ongoing advertising with 17° Magazine, we successfully promoted our business, sharing our knowledge of hair design with a wide audience of keen readers. Our team and clients always look out for the next issue."

PHOTOGRAPHY & AD DESIGN INCLUDED IN COSTS BELOW

Our experienced design & creative team will design your ad as part of our costings. They can also assist you with other areas of your marketing for an additional fee.

Showcase your business exclusively on the cover of 17° Magazine.

This includes five premium pages and is perfect for new businesses, to promote your business growth, or to tell your success story.

COVER & FEATURE OPPORTUNITY

For advertising enquiries please contact our publisher Caroline Robertson on 07734 238672 or email caroline@17mag.com

Size Rates per issue

FULL PAGE	£600 per issue
HALF PAGE	£325 per issue
QUARTER PAGE	£225 per issue
BACK COVER	£1100 per issue
IFC, IBC, TOC	£900 per issue
PAGE 1 – 12	£750 per issue

MONTHLY PAYMENT PLANS AVAILABLE

FULL PAGE	£165.00 per month	
HALF PAGE	£75.00 per month	
QUARTER PAGE	£50.00 per month	

ADVERTORIAL
DOUBLE PAGE
ADVERTORIAL
£1000 per issue

BOLT ON SERVICES

- SOCIAL MEDIA MANAGEMENT & TRAINING
- SOCIAL MEDIA CONTENT CREATION
- PROFESSIONAL BUSINESS PHOTOGRAPHY & VIDEOGRAPHY

ADVERTISEMENT DIMENSIONS



QUARTER PAGE
VERTICAL AD
135mm x 93mm



HALF PAGE
HORIZONTAL AD
135mm x 190mm



FULL PAGE AD (A4)
Safe area 275mm x 190mm
Trim 297mm x 210mm
3mm bleed 303mm x 216mm

Electronic Artwork

File types accepted:
.eps, .pdf, .jpeg, .tiff

All photos and artwork must be:
minimum resolution of 300 DPI.
In colour mode
CMYK.



17° Magazine 2024 THEMES

Themes

ISSUE 1 JANUARY - MARCH
The New Year Issue

Promoting

Looking to the Future
Promoting last year's success stories

ISSUE 2 MAY - JULY
The Entrepreneur Issue

Homes and Businesses
Health & Beauty Awards

ISSUE 3 AUGUST - OCTOBER
The Family Issue

Celebrating family-owned businesses

ISSUE 4 NOVEMBER - JANUARY
The Festive Issue

Food, Wine and Celebration



COVER



DOUBLE PAGE SPREAD



PROFESSIONAL PROFILE



ADVERTORIAL