

Advertising Information, Copy Dates and Distribution Areas 2024

The Atholl & Breadalbane Quair and The Crieff & Comrie Quair Delivering to more than 13,400 addresses throughout Highland Perthshire and Strathearn every month!



## Scot Active

Producers of The Atholl & Breadalbane Quair and The Crieff & Comrie Quair Aberfeldy, PH15 2ZX e: advertising@thequair.com w: www.thequair.scot tel/text: 07436 793785



We are a family owned publishing company based in Highland Perthshire. We produce two monthly community publications - **The Atholl & Breadalbane Quair** and **The Crieff & Comrie Quair**. We deliver around 13,400 copies, free of charge, to homes and businesses throughout Highland Perthshire and Strathearn at the start of each month. The company is run by Alistair and Linda Barr. Alistair, who is the Managing Editor, is a time served Print Finisher and was the serving Local Councillor for Strathtay and Dunkeld on Perth and Kinross Council from 1999-2007. During his tenure as a Councillor, Alistair was a Governor of Pitlochry Festival Theatre between 1999-2006. Linda, who is the Deputy Managing Editor, previously worked for

Perth and Kinross Council in the Pitlochry Area Office and was also a primary school teacher in Highland Perthshire. **The Atholl & Breadalbane Quair** - The Atholl & Breadalbane Quair is delivered by The Royal Mail to every one of the 7,300 homes and businesses in the Highland Perthshire area each month. See the distribution map on page 5. **The Crieff & Comrie Quair** - The Crieff & Comrie Quair is delivered, by The Royal Mail, to 6,100 homes and businesses in the Crieff and Comrie area each month - that's every address from the County Boundary at St. Fillans, through Comrie and Crieff and all the way to Madderty and Fowlis Wester in the east. See the distribution map on page 7.

The Quair Magazines offer the ideal vehicle for local businesses to get their message over cost effectively and build brand awareness. Our tried and tested format, with a host of local information, events and services, sees the Magazine remain as a monthly source of household reference until the next month's edition pops through the door. This is in contrast to newspaper advertising or individual leaflet drops which can easily be discarded, either immediately or within a day or two. Although we produce community publications, we are also committed to making copies available for visitors to the area each month through our prime location, outdoor pick up dispensers which are located in Aberfeldy, Killin, Kenmore, Pitlochry, Dunkeld, Crieff and Comrie. The extra print run is dependent on the normal fluctuating seasonal demand from visitors and tourists and, of course, local and regional lockdowns due to worldwide pandemics! Whatever the circumstances, we make every effort to ensure that the dispensers are fully stocked throughout the month because, as well as being a Community Magazine, The Quair is an excellent source of information for our visitors who go on to support our Advertisers and Event Organisers.

What is a Quair? (noun) (1) A quire; a book. The Kingis Quhair, James I. (of Scotland). (2) A set of twenty-four sheets of paper of the same size and stock; one twentieth of a ream. (3) A collection of leaves of parchment or paper, folded one within the other, in a manuscript or book. (Middle English quayer, four double sheets of paper, from Old French quaer, from Vulgar Latin \*quaternus, from Latin quatern, set of four, four each, from quater, four times; The Kingis Quhair is a fifteenth-century poem attributed to James I of Scotland. It is a semi-autobiographical work, describing the King's capture by the English in 1406 on his way to France and his subsequent imprisonment.



# Atholl & Breadalbane Quair Delivering 7,300 magazines tradition



The Atholl & Breadalbane Quair is delivered at the beginning of each month to all 7,300 residential and business addresses in the PH8, PH9, PH15, PH16, PH17 and PH18 postcode areas. This covers an area which includes Pitlochry, Aberfeldy, Dunkeld, Birnam, Weem, Dull, Glen Lyon, Kenmore, Fearnan, Lawers, Acharn, Camserney, Fortingall, Grandtully, Ballinluig, Guay, Blair Atholl, Rannoch, Logierait, Calvine, Killiecrankie and Tummel Bridge. Copies for visitors are made available each month from our outdoor dispensers which are located in Pitlochry, Aberfeldy, Kenmore, Killin and Dunkeld. The extra number that we print depends on what we estimate the monthly demand will be from visitors and tourists. We make every effort to ensure that the dispensers are fully stocked throughout the month. As well as being a Community Magazine, The Quair is an excellent source of information for our visitors who go on to support our Advertisers and Event Organisers.

You can contact us by email at either atholl@thequair.com or breadalbane@thequair.com.







The Atholl & Breadalbane Quair Black and White advertising costs for 2024 are as follows: eighth page - £30 + VAT per edition sixth page - £36 + VAT per edition fifth page - £42 + VAT per edition guarter page - £52 + VAT per edition

The Atholl & Breadalbane Quair Full Colour advertising costs for 2024 are as follows: eighth page - £48 + VAT per edition sixth page - £60 + VAT per edition fifth page - £72 + VAT per edition quarter page - £88 + VAT per edition third page - £112 + VAT per edition half page - £160 + VAT per edition 2 thirds page - £190 + VAT per edition Full page - £260 + VAT per edition 2 pages - £460 + VAT per edition

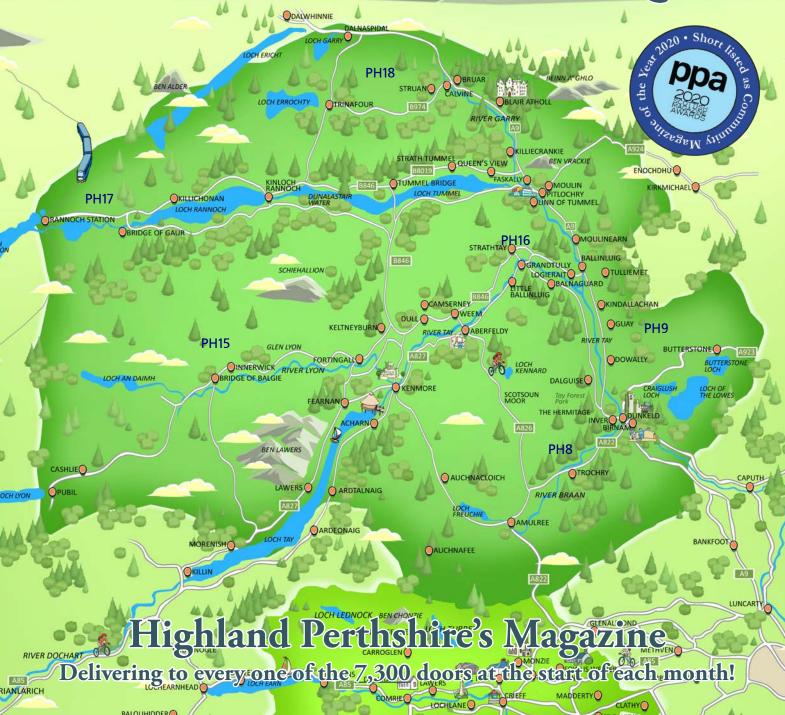
You can see the discounts which are available to you, when you advertise in both The Atholl & Breadalbane Quair and The Crieff & Comrie Quair in the same month, on the inside back page.







## The Atholl & Breadalbane Quair





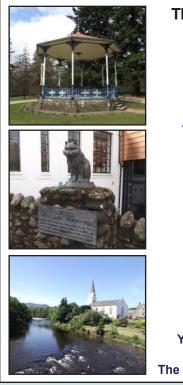
# Crieff & Comrie Quair Delivering 6,100 mount



The Crieff & Comrie Quair Community Magazine is delivered, by The Royal Mail, to all 6,100 homes and businesses in the PH6 & PH7 postcode areas each month - that covers an area from the County Boundary west of St. Fillans, through Comrie and Crieff and all the way to Madderty and Fowlis Wester in the east.

Copies are also available each month for visitors and tourists from our 2 outdoor dispensers which are conveniently located in Crieff & Comrie. The number we print depends on what we estimate the monthly demand will be from visitors. We make every effort to ensure that the dispensers are fully stocked throughout the month. As well as being a Community Magazine, The Quair is an excellent source of information for our visitors who go on to support our Advertisers and Event Organisers.

You can find all of our details at www.thequair.scot and contact us at crieffandcomrie@thequair.com.



#### The Crieff & Comrie Quair Black and White advertising costs for 2024 are as follows: eighth page - £24 + VAT per edition sixth page - £28 + VAT per edition fifth page - £32 + VAT per edition quarter page - £40 + VAT per edition

The Crieff & Comrie Quair Full Colour advertising

costs for 2024 are as follows: eighth page - £40 + VAT per edition sixth page - £48 + VAT per edition fifth page - £54 + VAT per edition quarter page - £64 + VAT per edition third page - £80 + VAT per edition half page - £120 + VAT per edition 2 thirds page - £150 + VAT per edition Full page - £200 + VAT per edition 2 pages - £360 + VAT per edition

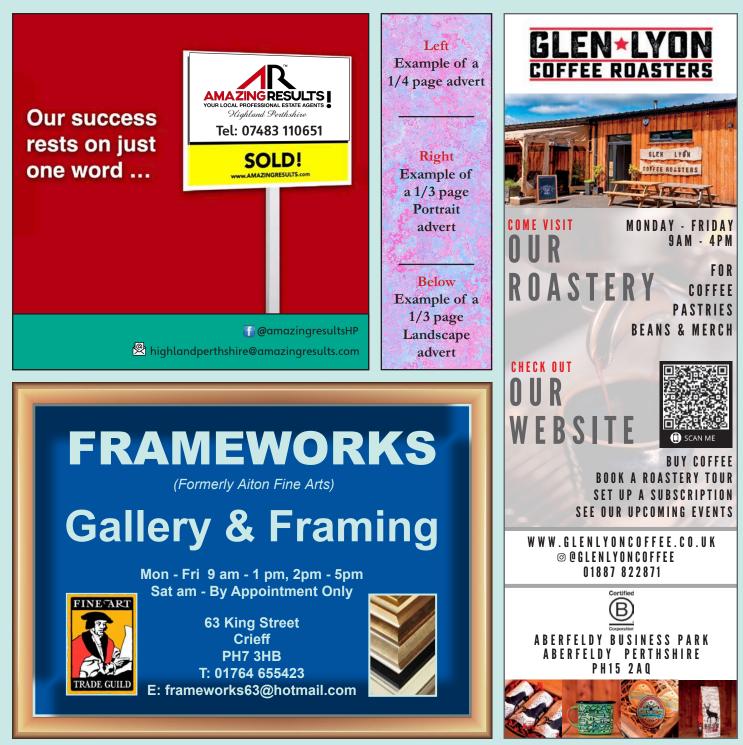




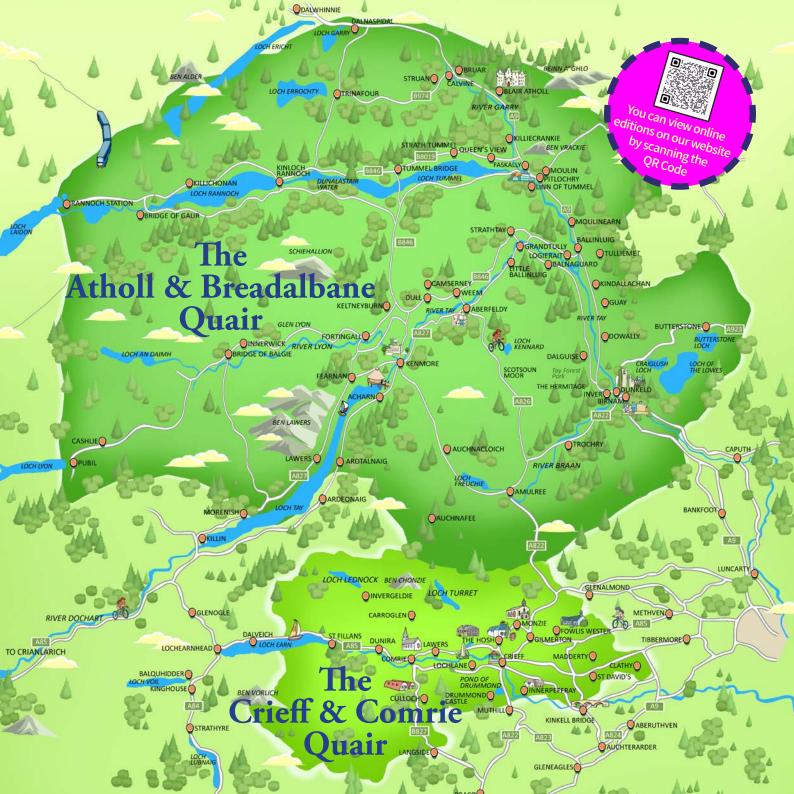


You can see the discounts which are available to you, when you advertise in both The Atholl & Breadalbane Quair and The Crieff & Comrie Quair in the same month, on the inside back page.









### **Advertising Discounts**

We are pleased to be able to offer the following monthly discounts in 2024

#### When You Advertise in our 2 magazines in the same month

#### Black and White Advertising Costs

Eighth b&w page in the 2 editions - £44 + VAT per month - saving of £10 + VAT Sixth b&w page in the 2 editions - £54 + VAT per month - saving of £10 + VAT Fifth b&w page in the 2 editions - £64 + VAT per month - saving of £10 + VAT Quarter b&w page in the 2 editions - £80 + VAT per month - saving of £12 + VAT

#### Full Colour Advertising Costs

Eighth colour page in the 2 editions - £76 + VAT per month - saving of £12 + VAT Sixth colour page in the 2 editions - £94 + VAT per month - saving of £14 + VAT Fifth colour page in the 2 editions - £112 + VAT per month - saving of £14 + VAT Quarter colour page in the 2 editions - £130 + VAT per month - saving of £22 + VAT Third colour page in the 2 editions - £160 + VAT per month - saving of £34 + VAT Half colour page in the 2 editions - £240 + VAT per month - saving of £40 + VAT 2 Thirds colour page in the 2 editions - £290 + VAT per month - saving of £50 + VAT Full colour page in the 2 editions - £380 + VAT per month - saving of £80 + VAT 2 colour page in the 2 editions - £700 + VAT per month - saving of £120 + VAT

All prices are available throughout 2024 and are subject to availability of space within the magazines. These prices replace any which were previously advertised.

### **Dimensions of Adverts**

 Full Page - 192mm wide x 192mm tall (please contact us for guidelines if artwork is to bleed off page)

 2
 Thirds Page - 127mm wide x 192mm tall

 Half Page - Landscape - 192mm wide x 94.5mm tall, Portrait - 94.5mm wide x 192mm tall

 Third Page - Portrait - 62mm wide x 192mm tall, Landscape - 127mm wide x 94.5mm tall

 Quarter Page - 94.5mm wide x 94.5mm tall

 Fifth Page - 94.5mm wide x 76mm tall

 Sixth Page
 Landscape - 94.5mm wide x 62mm tall

Long - 127mm wide x 46mm tall

Portrait - 62mm wide x 94.5mm tall

Eighth Page - 70mm wide x 62mm tall



#### **Preparation of Adverts**

Adverts should be prepared to the correct dimensions, either in Word or saved as a High Quality PDF (min 600dpi), and emailed to us. Alternatively, we are more than happy to produce basic adverts using your text and graphics at No Extra Charge. Please allow several days before copy date.



## The Quair Magazines 2024 Calendar

January									
S	М	Т	W	Т	F	S			
	1	2	3	4	5	6			
7	8	9	10	11	12	13			
14	15	16	17	18	19	20			
21	22	23	24	25	26	27			
28	29	30	31						

April									
S	М	Т	W	Т	F	S			
	1	2	3	4	5	6			
7	8	9	10	11	12	13			
14	15	16	17	18	19	20			
21	22	23	24	25	26	27			
28	29	30							

July									
S	М	Т	W	Т	F	S			
	1	2	3	4	5	6			
7	8	9	10	11	12	13			
14	15	16	17	18	19	20			
21	22	23	24	25	26	27			
28	29	30	31						

October										
S	М	Т			F	9				
		1	2	3	4	ŗ				
6	7	8	9	10	11	1				
13	14	15	16	17	18	1				
20	21	22	23	24	25	2				
27	28	29	30	31						

2

9

6

February										
S	S M T W T F									
1 2 3										
4	5	6	7	8	9	10				
11	12	13	14	15	16	17				
18	19	20	21	22	23	24				
25	26	27	28	29						

Мау										
S	М	Т	W	Т	F	S				
			1	2	3	4				
5	6	7	8	9	10	11				
12	13	14	15	16	17	18				
19	20	21	22	23	24	25				
26	27	28	29	30	31					

August										
S	F	S								
				1	2	3				
4	5	6	7	8	9	10				
11	12	13	14	15	16	17				
18	19	20	21	22	23	24				
25	26	27	28	29	30	31				

		Nov	vem			Dee	ce			
S	М	Т	W	Т	F	S	S	М	Т	V
					1	2	1	2	3	4
3	4	5	6	7	8	9	8	9	10	1
10	11	12	13	14	15	16	15	16	17	1
17	18	19	20	21	22	23	22	23	24	2
24	25	26	27	28	29	30	29	30	31	

Copy Dates may be subject to change. Please always check up to date details at www.thequair.scot

#### w www.thequair.scot @TheQuair e advertising@thequair.com tel/text 07436 793785

	March									
S	М	Т	W	Т	F	S				
					1	2				
3	4	5	6	7	8	9				
10	11	12	13	14	15	16				
17	18	19	20	21	22	23				
24	25	26	27	28	29	30				
31										

June									
S	М	Т	W	Т	F	S			
						1			
2	3	4	5	6	7	8			
9	10	11	12	13	14	15			
16	17	18	19	20	21	22			
23	24	25	26	27	28	29			
30									

September											
S	М	Т	W	Т	F	S					
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8	9	10	11	12	13	14					
15	16	17	18	19	20	21					
22	23	24	25	26	27	28					
29	30										

December										
S	М	Т	W	Т	F	S				
1	2	3	4	5	6	7				
8	9	10	11	12	13	14				
15	16	17	18	19	20	21				
22	23	24	25	26	27	28				
29	30	31								



January 2024 edition Friday, 8 December at noon

February 2024 edition Wednesday, 10 January at noon

March 2024 edition Wednesday, 14 February at noon

April 2024 edition Wednesday, 13 March at noon

May 2024 edition Wednesday, 10 April at noon

June 2024 edition Wednesday, 15 May at noon

July 2024 edition Wednesday, 12 June at noon

August 2024 edition Wednesday, 10 July at noon

September 2024 edition Wednesday, 14 August at noon

October 2024 edition Wednesday, 11 September at noon

November 2024 edition Wednesday, 9 October at noon

December 2024 edition Wednesday, 13 November at noon

January 2025 edition Saturday, 7 December at noon