

# The Quair Magazines<sup>TM</sup>

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!



Not only do we deliver 13,300 copies to homes each month, we also make copies available for visitors and tourists to the area. throughout each month. from our 11 outdoor dispensers!



PITLOCHRY



PITLOCHRY



ABERFELDY



ABERFELDY



ABERFELDY



KENMORE



DUNKELD



KILLIN



COMRIE



CRIEFF

# Scot Active

**Producers of The Atholl & Breadalbane Quair and The Crieff & Comrie Quair**

**Aberfeldy, PH15 2ZX e: [advertising@thequair.com](mailto:advertising@thequair.com) w: [www.thequair.scot](http://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 Fowls 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.



# The Atholl & Breadalbane Quair™



[www.lovelocal.scot](http://www.lovelocal.scot)

**Delivering 7,300 magazines to every door in Highland Perthshire every month**

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](mailto:atholl@thequair.com) or [breadalbane@thequair.com](mailto: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**

**quarter 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

TM



## Highland Perthshire's Magazine

Delivering to every one of the 7,300 doors at the start of each month!



# The Crieff & Comrie Quair™



www.lovelocal.scot

**Delivering 6,100 magazines to 'The Heart of Strathearn' every month**

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](http://www.thequair.scot) and contact us at [crieffandcomrie@thequair.com](mailto: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.



# The Crieff & Comrie Quair



**Crieff & Comrie's Community Magazine**  
Delivering to 6,100 doors in the area at the start of each month!




Our success  
rests on just  
one word ...



Left  
Example of a  
1/4 page advert

Right  
Example of  
a 1/3 page  
Portrait  
advert

Below  
Example of a  
1/3 page  
Landscape  
advert

 @amazingresultsHP

 highlandperthshire@amazingresults.com

# FRAMEWORKS

(Formerly Aiton Fine Arts)

## Gallery & Framing

Mon - Fri 9 am - 1 pm, 2pm - 5pm  
Sat am - By Appointment Only



63 King Street  
Crieff  
PH7 3HB

T: 01764 655423

E: frameworks63@hotmail.com



## GLEN LYON COFFEE ROASTERS



COME VISIT

MONDAY - FRIDAY  
9AM - 4PM

OUR  
ROASTERY

FOR  
COFFEE  
PASTRIES  
BEANS & MERCH

CHECK OUT

OUR  
WEBSITE



BUY COFFEE  
BOOK A ROASTERY TOUR  
SET UP A SUBSCRIPTION  
SEE OUR UPCOMING EVENTS

WWW.GLENLYONCOFFEE.CO.UK

@GLENLYONCOFFEE

01887 822871

Certified



Cooperator

ABERFELDY BUSINESS PARK  
ABERFELDY PERTHSHIRE  
PH15 2AQ





Tailormade trips

**travel** counsellors

**BEACH**  
HOLIDAYS

cruises  
city breaks

**GWEN SMOLLETT**  
Your local Travel Agent

**01887 858720**  
gwen.smollett@travelcounsellors.com  
www.travelcounsellors.co.uk/gwen.smollett

Travel Counsellors ensures complete financial protection on every booking



**Right**  
Example of a 1/5 page advert

**Malcolm Appleby**  
Designer, Engraver, Silversmith, Goldsmith



*'Blizzard' bowls engraved hammer, deep textured surface 2022*

Shop Open By Appointment 10-5 (not Sundays)  
01887 840 484 • swapp@dircon.co.uk • @malcolm\_appleby\_engraving  
Aultbeag • Grandtully • By Aberfeldy • Perthshire • PH15 2QU

**Above**  
Example of an 1/8 page advert

**embgraphics**    
creating since 2002

Print Design • Web Design  
Branding • Illustration

T: 07714 514 149  
www.embgraphics.co.uk  
27 Dunkeld St | Aberfeldy | PH15 2AA



**Left - Example of a 1/6 page Long advert**

**Marieke McBean Photography**  
*professional - relaxed - creative*



www.marieke.co.uk  
07762 689612 / info@marieke.co.uk

**Right**  
Example of a 1/6 page Portrait advert

**Left**  
Example of a 1/6 page Landscape advert



**DON'T FORGET ABOUT SCOTLAND'S ANIMALS**

**DONATE TODAY**

- We are separate from the RSPCA who cover England and Wales only.
- We receive no government funding.

Please help us care for Scotland's animals

scottishspca.org/support **0800 52 00 695**

 **SCOTTISH SPCA**  
Scottish Animal Welfare Charity  
SCOTTISH CHARITY NO. SC 006467







# 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 pages 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 - 94.5 mm 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

www.thequair.scot

@TheQuair

advertising@thequair.com

tel/text 07436 793785



## Quair Copy Dates 2024

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

### January

S	M	T	W	T	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			

### February

S	M	T	W	T	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		

### March

S	M	T	W	T	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	M	T	W	T	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				

### May

S	M	T	W	T	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	M	T	W	T	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	M	T	W	T	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	M	T	W	T	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

### September

S	M	T	W	T	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					

### October

S	M	T	W	T	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		

### November

S	M	T	W	T	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

### December

S	M	T	W	T	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				

Copy Dates may be subject to change.

Please always check up to date details at [www.thequair.scot](http://www.thequair.scot)