

The QuairTM Magazines

Advertising Information and Distribution Areas 2026



The Atholl & Breadalbane Quair and The Crieff & Comrie Quair
Delivering to around **13,500** addresses throughout
Highland Perthshire and Strathearn every month!

SCOT ACTIVE LTD

Publishers of The Atholl & Breadalbane Quair and The Crieff & Comrie Quair

W: www.thequair.scot Tel/Text/WhatsApp: 07436 793785

We are a family-owned publishing company based in beautiful Highland Perthshire. Each month we produce *The Atholl & Breadalbane Quair* and *The Crieff & Comrie Quair* community magazines.

We print an average of around **15,000** copies each month and deliver around **13,500** magazines, free of charge, to homes and businesses throughout Highland Perthshire and Strathearn at the start of every month.

The company is run by Alistair and Linda Barr.

The Atholl & Breadalbane Quair

The Atholl & Breadalbane Quair is delivered by the Royal Mail to every one of the **7,350** homes and businesses in the Highland Perthshire area each month.

You can see the distribution map on page 5.

The Crieff & Comrie Quair

The Crieff & Comrie Quair is delivered, by the Royal Mail, to **6,150** 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.

You can see the distribution map on page 7.

The Quair Magazines

The Quair Magazines offer the ideal vehicle for local businesses to get their message across 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 pick-up dispensers which are located in Aberfeldy, Killin, Kenmore, Pitlochry, Crieff and Comrie.

The extra print run is dependent on the normal fluctuating, seasonal demand from visitors and tourists. 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.

**View monthly Copy Dates,
and see full details, at
www.thequair.scot**

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.

**Shortlisted as Best Small Publishing Company
in the Professional Publishing Association
Scotland 2016 Scottish Magazine Awards**



**The Atholl & Breadalbane Quair - Shortlisted
as Community Magazine of The Year in the
Professional Publishing Association Scotland
2020 Scottish Magazine Awards**

Front Cover

The wonderful front cover image was taken in Highland Perthshire by local author and photographer Polly Pullar. You can see Polly's website at www.pollypullar.com.

The Atholl & Breadalbane Quair™



www.lovelocal.scot

Delivering 7,350 magazines to every door in Highland Perthshire every month

The Atholl & Breadalbane Quair is delivered at the beginning of each month to all **7,350** residential and business addresses in the PH8, PH9, PH15, PH16, PH17 and PH18 post-code areas. This covers an area which includes Pitlochry, Aberfeldy, Dunkeld, Birnam, Weem, Dull, Glen Lyon, Kenmore, Fearnan, Lawers, Foss, Acharn, Camserney, Fortingall,

Grandtully, Ballinluig, Guay, Blair Atholl, Rannoch, Logierait and Inver. Copies for visitors are made available each month from our dispensers which are located in Pitlochry, Aberfeldy, Kenmore and Killin. The extra number that we print depends on what we estimate to be 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



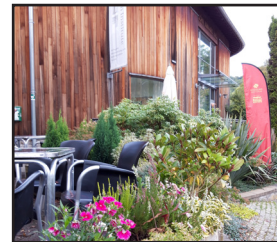
The Atholl & Breadalbane Quair black and white advertising costs for 2026 are as follows:

eighth page - £32 + VAT per edition
sixth page - £38 + VAT per edition
fifth page - £44 + VAT per edition
quarter page - £54 + VAT per edition

The Atholl & Breadalbane Quair full colour advertising costs for 2026 are as follows:

eighth page - £50 + VAT per edition
sixth page - £62 + VAT per edition
fifth page - £74 + VAT per edition
quarter page - £90 + VAT per edition
third page - £114 + VAT per edition
half page - £160 + VAT per edition
two-thirds page - £190 + VAT per edition
Full page - £260 + VAT per edition
double-page spread - £460 + VAT per edition

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



The Atholl & Breadalbane Quair



Highland Perthshire's Magazine

Delivering to everyone of the 7,350 doors at the start of each month!

The Crieff & Comrie Quair™



Delivering 6,150 magazines to 'The Heart of Strathearn' every month

The Crieff & Comrie Quair Community Magazine is delivered, by the Royal Mail, to all **6,150** homes and businesses in the PH6 & PH7 postcode areas each month - that covers an area from the Perthshire 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 two dispensers which are conveniently located in the centre of both 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 2026 are as follows:

eighth page - £26 + VAT per edition
sixth page - £32 + VAT per edition
fifth page - £36 + VAT per edition
quarter page - £44 + VAT per edition

The Crieff & Comrie Quair full colour advertising costs for 2026 are as follows:

eighth page - £42 + VAT per edition
sixth page - £52 + VAT per edition
fifth page - £60 + VAT per edition
quarter page - £68 + VAT per edition
third page - £86 + VAT per edition
half page - £125 + VAT per edition
two-thirds page - £160 + VAT per edition
Full page - £200 + VAT per edition
double-page spread - £360 + VAT per edition

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



The Crieff & Comrie Quair



Crieff & Comrie's Community Magazine
Delivering to 6,150 doors in the area at the start of each month!

Advertising Discounts

We are pleased to offer the following monthly discounts in 2026

When You Advertise in both magazines in the same month

Black and White Advertising Costs

Eighth b&w page in the 2 editions - £48 + VAT per month - saving of £10 + VAT

Sixth b&w page in the 2 editions - £58 + VAT per month - saving of £12 + VAT

Fifth b&w page in the 2 editions - £68 + VAT per month - saving of £12 + VAT

Quarter b&w page in the 2 editions - £84 + VAT per month - saving of £14 + VAT

Full Colour Advertising Costs

Eighth colour page in the 2 editions - £80 + VAT per month - saving of £12 + VAT

Sixth colour page in the 2 editions - £98 + VAT per month - saving of £16 + VAT

Fifth colour page in the 2 editions - £116 + VAT per month - saving of £18 + VAT

Quarter colour page in the 2 editions - £134 + VAT per month - saving of £24 + VAT

Third colour page in the 2 editions - £164 + VAT per month - saving of £36 + VAT

Half colour page in the 2 editions - £240 + VAT per month - saving of £45 + VAT

Two-thirds colour page in the 2 editions - £300 + VAT per month - saving of £50 + VAT

Full colour page in the 2 editions - £390 + VAT per month - saving of £70 + VAT

Double-page spread in the 2 editions - £700 + VAT per month - saving of £120 + VAT

All prices apply throughout 2026 and are subject to the availability of space within the magazines. These prices replace any that were previously advertised.

Dimensions of Adverts

Full Page - 189mm wide x 189mm tall

(please contact us for guidelines if artwork is to bleed off the page)

Two-thirds Page - 125mm wide x 189mm tall

Half Page - Landscape - 189mm wide x 93mm tall, Portrait - 93mm wide x 189mm tall

Third Page - Portrait - 61mm wide x 189mm tall, Landscape - 125mm wide x 93mm tall

Quarter Page - 93mm wide x 93mm tall

Fifth Page - 93 mm wide x 74mm tall

Sixth Page Landscape - 93mm wide x 61mm tall Long - 125mm wide x 45mm tall

Portrait - 61mm wide x 93mm tall

Eighth Page - 69mm wide x 61mm tall



*Alistair &
Linda*



Preparation of Adverts

Adverts should be prepared to the correct dimensions, either in Word or saved as a High Quality PDF (preferably 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 QuairTM Magazines

Calendar & Copy Dates 2026

The Atholl & Breadalbane Quair and The Crieff & Comrie Quair
Delivering to around 13,500 addresses throughout
Highland Perthshire and Strathearn every month!

The Quair Magazines 2026 Calendar

www.thequair.scot



@TheQuair

e advertising@thequair.com

tel/text 07436 793785

January

Su	Mo	Tu	We	Th	Fr	Sa
				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

Su	Mo	Tu	We	Th	Fr	Sa
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

March

Su	Mo	Tu	We	Th	Fr	Sa
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

Su	Mo	Tu	We	Th	Fr	Sa
			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

Su	Mo	Tu	We	Th	Fr	Sa
					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

Su	Mo	Tu	We	Th	Fr	Sa
	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

Su	Mo	Tu	We	Th	Fr	Sa
			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

Su	Mo	Tu	We	Th	Fr	Sa
						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

Su	Mo	Tu	We	Th	Fr	Sa
		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

Su	Mo	Tu	We	Th	Fr	Sa
				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

Su	Mo	Tu	We	Th	Fr	Sa
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

Su	Mo	Tu	We	Th	Fr	Sa
		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

The front cover image was taken by local author and photographer Polly Pullar. You can see Polly's website at www.pollypullar.com



Quair Copy Dates 2026

February 2026

Tuesday, 13
January at noon

March 2026

Wednesday, 11
February at noon

April 2026

Wednesday, 11
March at noon

May 2026

Wednesday, 8
April at noon

June 2026

Wednesday, 13
May at noon

July 2026

Wednesday, 10
June at noon

August 2026

Tuesday, 14
July at noon

September 2026

Wednesday, 12
August at noon

October 2026

Wednesday, 9
September at noon

November 2026

Tuesday, 13
October at noon

December 2026

Wednesday, 11
November at noon