

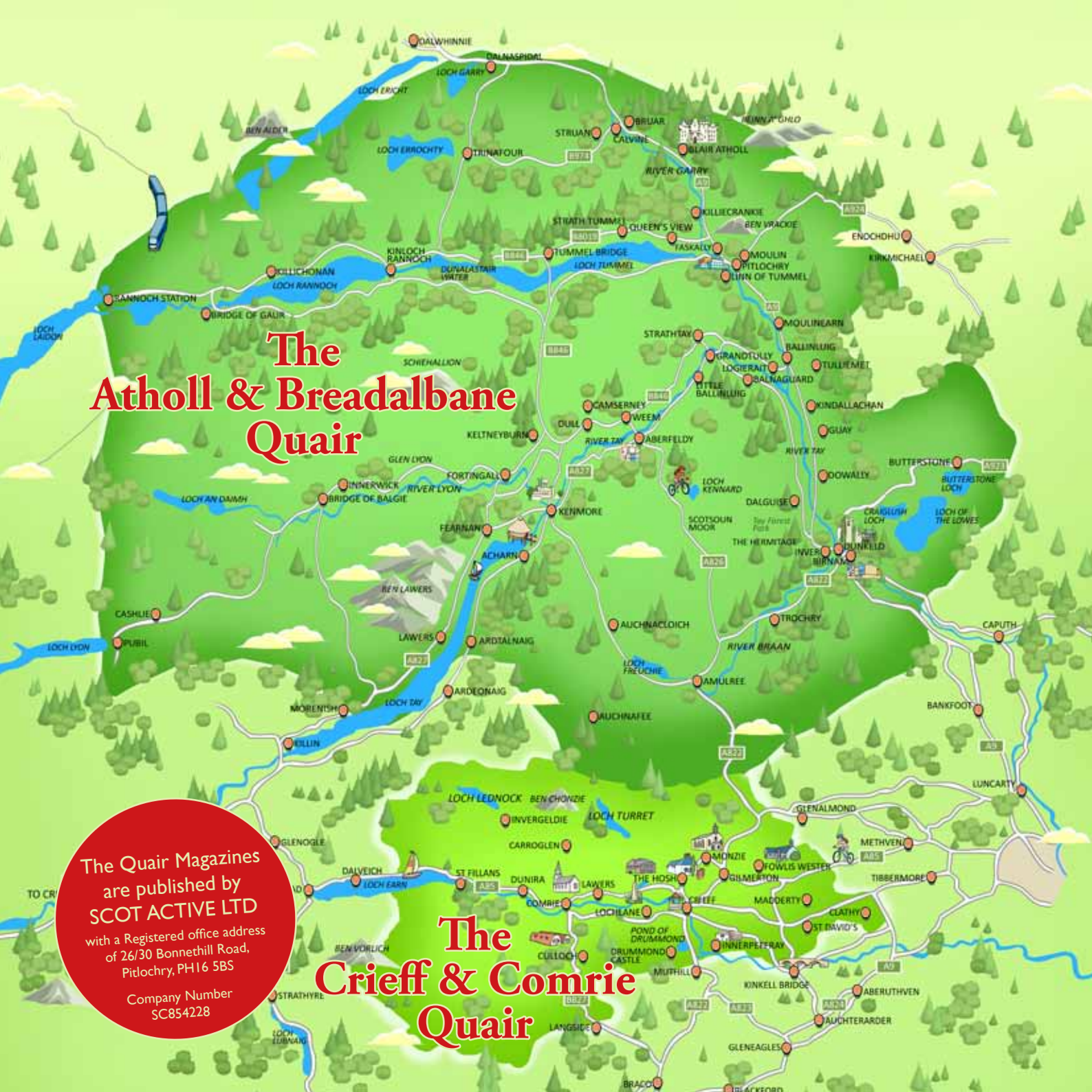
The Quair Magazines™

Advertising Information and Distribution Areas 2027

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

Delivering to around **13,800** addresses throughout Highland Perthshire and Strathearn every month!

Like us on Facebook



The Quair Magazines are published by SCOT ACTIVE LTD
with a Registered office address of 26/30 Bonnethill Road, Pitlochry, PH16 5BS
Company Number SC854228

SCOT ACTIVE LTD

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

Facebook: @TheQuair 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 **15,000** copies each month and deliver around **13,800** 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 **7,400** 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 **6,400** 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.
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 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 committed to making copies available for visitors to the area each month through our prime location pick-up dispensers which are located in Aberfeldy, Dunkeld, 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, on our Facebook page @TheQuair

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.

www.lovelocal.scot

The Atholl & Breadalbane Quair™

Delivering 7,400 magazines to every door in Highland Perthshire every month

The Atholl & Breadalbane Quair is delivered at the beginning of each month to all **7,400** 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, 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 Dunkeld, Pitlochry, Aberfeldy, Kenmore and Killin. 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 2027 are as follows:

eighth page - £34 + VAT per edition
sixth page - £40 + VAT per edition
fifth page - £46 + VAT per edition
quarter page - £56 + VAT per edition

The Atholl & Breadalbane Quair full colour advertising costs for 2027 are as follows:

eighth page - £52 + VAT per edition
sixth page - £64 + VAT per edition
fifth page - £76 + VAT per edition
quarter page - £92 + VAT per edition
third page - £116 + 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, on the back page, the discounts available when you advertise in both The Atholl & Breadalbane Quair and The Crieff & Comrie Quair in the same month







The Atholl & Breadalbane Quair™



ppa 2020 Awards — Magazine of the Year 2020 • Short listed as Community

Highland Perthshire's Magazine

Delivering to every one of the 7,400 doors at the start of each month!

www.lovelocal.scot

The Crieff & Comrie Quair™

Delivering 6,400 magazines to 'The Heart of Strathearn' every month

The Crieff & Comrie Quair Community Magazine is delivered by the Royal Mail to all **6,400** homes and businesses in the PH6 & PH7 postcode areas each month. This 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 on our Facebook page @TheQuair and contact us at crieffandcomrie@thequair.com







The Crieff & Comrie Quair black and white advertising costs for 2027 are as follows:

eighth page - £28 + VAT per edition
sixth page - £34 + VAT per edition
fifth page - £38 + VAT per edition
quarter page - £46 + VAT per edition

The Crieff & Comrie Quair full colour advertising costs for 2027 are as follows:

eighth page - £44 + VAT per edition
sixth page - £54 + VAT per edition
fifth page - £62 + VAT per edition
quarter page - £70 + VAT per edition
third page - £90 + VAT per edition
half page - £130 + VAT per edition
two-thirds page - £160 + VAT per edition
full page - £220 + VAT per edition
double-page spread - £380 + VAT per edition

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








The Crieff & Comrie Quair™
Crieff & Comrie's Community Magazine
Delivering to 6,400 doors in the area at the start of each month!
AUCHNACLOICH
TROCHRY
LAWERS
ARDTALLAN
A827
LOCH TAY
ARDEONAIG
LOCH FREUCHIE
AMULREE
PH8
A822
LOCH LEDNOCK
BEN CHONZIE
INVERGELDIE
LOCH TURRET
PH7
GLENALMOND
CARROGLEN
MONZIE
METHVEN
A85
FOWLIS WESTER
DALVEICH
LOCH EARN
ST FILLANS
DUNIRA
LAWERS
THE HOSH
GILMERTON
TIBBERM
COMRIE
CRIEFF
MADDERTY
LOCHLANE
CLATHY
ST DAVID'S
POND OF DRUMMOND
INNERPEFFRAY
BEN VORLICH
PH6
CULLOCH
DRUMMOND CASTLE
MUTHILL
A9
KINKELL BRIDGE
ABERUTH
B827
A822
A823
A824
AUCHTERARDER
LANGSIDE
GLENEAGLES
BRACO
BLACKFORD

Advertising Discounts

We are pleased to offer the following monthly discounts in 2027

When you advertise in both magazines in the same month

Black and White Advertising Costs

Eighth b&w page in the 2 editions - £52 + VAT per month - saving of £10 + VAT
Sixth b&w page in the 2 editions - £62 + VAT per month - saving of £12 + VAT
Fifth b&w page in the 2 editions - £72 + VAT per month - saving of £12 + VAT
Quarter b&w page in the 2 editions - £88 + VAT per month - saving of £14 + VAT

Full Colour Advertising Costs

Eighth colour page in the 2 editions - £84 + VAT per month - saving of £12 + VAT
Sixth colour page in the 2 editions - £102 + VAT per month - saving of £16 + VAT
Fifth colour page in the 2 editions - £120 + VAT per month - saving of £18 + VAT
Quarter colour page in the 2 editions - £140 + VAT per month - saving of £22 + VAT
Third colour page in the 2 editions - £170 + VAT per month - saving of £36 + VAT
Half colour page in the 2 editions - £250 + VAT per month - saving of £40 + VAT
Two-thirds colour page in the 2 editions - £300 + VAT per month - saving of £50 + VAT
Full colour page in the 2 editions - £400 + VAT per month - saving of £80 + VAT
Double-page spread in the 2 editions - £700 + VAT per month - saving of £140 + VAT

All prices apply throughout 2027 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 - 93mm 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 (minimum 300dpi), 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.