

WHAT'S ON

DIGITAL MAGAZINES



What's On Digital Magazines

What's On have launched a brand new advertising platform in the form of our 8 Digital Magazines.

The Digital Magazines have all the content from the What's On print magazines packaged into a sleek 3D online viewer allowing anyone with an internet connection to view the What's On magazines.

There are many additional features available with the Digital Magazine these include

1. An offline version (allowing you to download the magazine to your hard drive)
2. Direct keyword search (making it easier for clients to find specific details quickly)
3. Text zoom (to allow you to read content more clearly)
4. Printable version.

These features combined create a dynamic and user friendly interface that is easy to use and open to everyone.

By advertising within the digital magazine you will be joining our newest product, part of the www.whatson-scotland.co.uk website which attracts 1.2 million visitors per annum (around 100,000 unique visitors per month). The Digital Magazine also has a comprehensive subscription base which is delivered direct to your inbox this is constantly growing.

The What's On website is constantly attracting new visitors as we hold many top page ratings for events related searches in Google & Yahoo such as 'What's On Scotland' 'Events in Scotland' & 'What's happening in Scotland'.

We are now offering our clients the chance to sponsor the Digital Magazine in an individual area or nationally. This sponsorship includes a double page landing point (catching users before they view the magazine) which can include video, audio or slideshow as well as regular adverts. We can also offer sponsors branding within the magazine.

Advertising rates per month

Full Page A5	£95
1/2 Page	£55
1/4 Page	£35
1/8 Page	£20
Video	Advert space +£50
Sound	Advert space +£25

Magazine Sponsorship rates per month

1 Magazine	£250
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Multiple Magazine booking % discount

2 Adverts **20%** 4 Adverts **30%** 8 Adverts **40%**



Multiple booking discount

3 issues	5% 10%
6 issues	10% 15%
12 issues	15% 20%



DIGITAL MAGAZINE COVERAGE

- Ayrshire
- Central Scotland
- Dumfries & Galloway
- Edinburgh & Lothian's
- Grampian
- Greater Glasgow
- Highlands & Islands
- Orkney & Shetland



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