

# WHAT'S ON PUBLICATIONS



**What's On** is the ultimate free guide to events and activities in your local area and across Scotland.

We currently publish 2 magazines covering: Edinburgh & Lothians and East & Central Scotland. The magazines are published monthly and are within approx 1 1/2 hours drive of each other.

What's On distribute up to 85,000 of these free informative magazines on a monthly basis. You can regularly find us in; The local Tourist Boards, hotels, airports, restaurants, bars, shopping centres, visitor attractions, City Councils & their venues, leisure centres, country parks, halls, libraries, colleges, universities, Conference Centres and 'The Edinburgh Airport Shuttle Service'.

Through 'What's On' magazine you can see your ad distributed to many fantastic sources that attract maximum impact, 'The Edinburgh Airport Shuttle Service' stocks 'What's On' refilled on a trip to trip basis, giving your adverts instant access to both the residents & visitor market. The Conference Centres also include the What's On magazine in their delegate packs (this includes the Edinburgh International Conference Centre, EICC). If you are looking to target the corporate market then there is no better source.

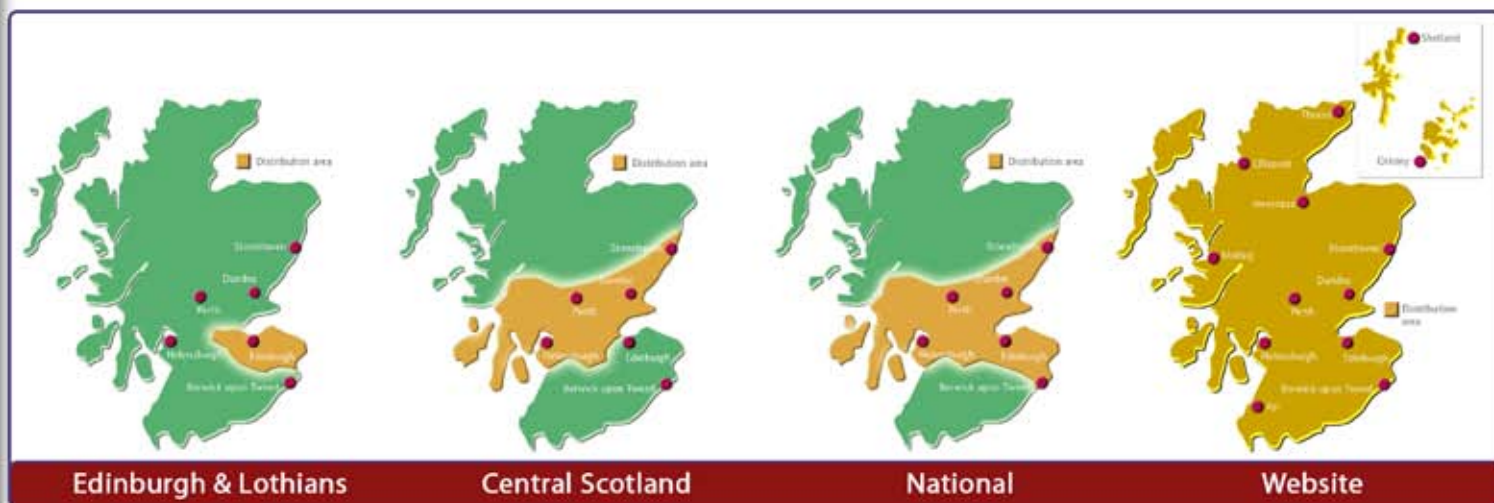
The magazines have been in circulation since 1986 and are read by people who have a specific desire to find out what's happening in a particular area, or those who are looking for ideas for things to do. Our readership profile is visitors, active individuals, young families and local residents.

Within the magazine you have the opportunity to promote locally and attract people from each of the individual areas, or nationally where the ad will appear in all our magazines. Regular platforms include Holiday Highlights, Simply Scottish, Theatre Breaks, Christmas Crackers, Featured Restaurants and What's On Entertainment.

The What's On website first went live in 2000 and since then has provided a source of free listings and advertising. Users from the whole of Scotland employ the site, from the Shetland Isles, down to Dumfries & Galloway, as well as attracting visitors world wide from all 6 continents.

For any information regarding What's On or What's On's services please contact our sales team.

The What's On Magazine can also be found online at [www.whatson-scotland.co.uk/pastissues](http://www.whatson-scotland.co.uk/pastissues)



Edinburgh & Lothians

Central Scotland

National

Website

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