



THE LIST

MEDIA PACK 2027

Who are The List?

THE LIST IS **SCOTLAND'S DEFINITIVE GUIDE TO ARTS & CULTURE**,
HELPING PEOPLE TO 'GET A LIFE' SINCE 1985.



Who are The List?



REACH

WE REACH OVER

900K

PEOPLE ACROSS THE UK
EVERY MONTH

FEMALE

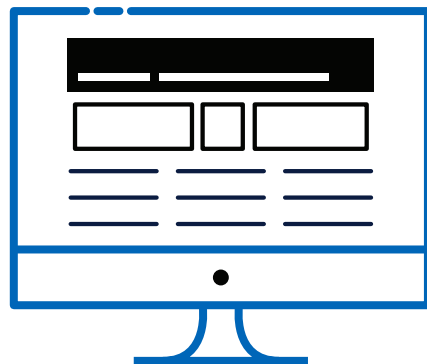
59%

MALE

39%

OTHER

2%



ONLINE

30,000+

EVENT LISTINGS

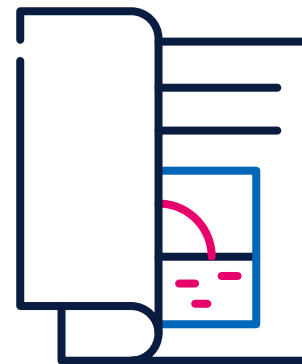
OVER

20,000

EMAIL NEWSLETTERS
SUBSCRIBERS

105K+

FOLLOWERS ON
SOCIAL MEDIA (OCT 2026)



PRINT

15,000

FREE PRINT COPIES
MONTHLY



85,000

READERS

PARTNERS

FILMHOUSE

MUBI

[NATIONAL
THEATRE
OF SCOTLAND]

JOHNNIE WALKER
PRINCES STREET

•PLEASANCE•

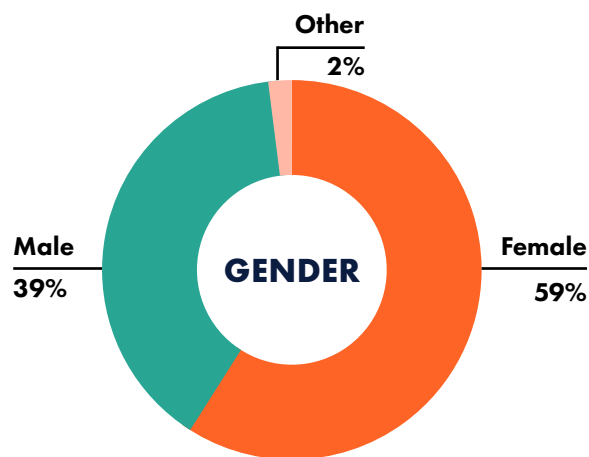
WILLIAM GRANT
& SONS

Edinburgh
Trams

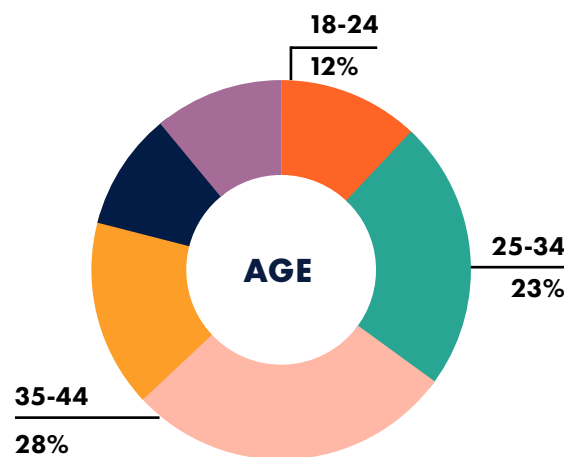
DF CONCERTS
& EVENTS
PRESENTS

ScotRail
SCOTLAND'S RAILWAY

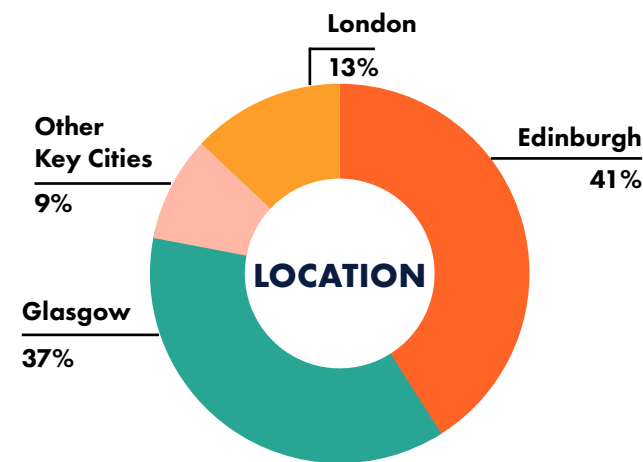
Who are our readers?



The *List* is read by all genders, with a bias towards female readers



63% of readers are under 44. The majority of readers are under 40, with 35% falling into the 18-35 age bracket



The *List* offers coverage of Scotland's two major cities

LIST READERS LOVE

When it comes to entertainment, *The List's* readers do it all and often

- 84% go to the cinema
- 80% go to live concerts
- 55% go to galleries and exhibitions
- 80% go to the theatre
- 57% go out to eat at least once a month
- 70% go out to eat once a fortnight
- 57% go to comedy gigs
- 60% go to festivals

HOW MUCH DO THEY SPEND?

List readers are ready to spend their hard earned cash each month

- 57% spend £20-£60 on arts and culture
- 33% spend under £20 on family outings
- 37% spend £21-£60 on family outings
- 53% spend £60-£100 on eating out

HOW FAR DO THEY TRAVEL?

- 66% will travel up to an hour for an event
- 34% will travel up to two hours for an event

MAKING PLANS

- 80% make plans 1 month in advance

EMPLOYMENT

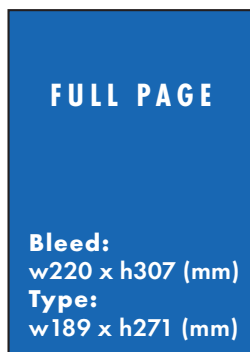
80% of List readers are working (the national average is 75.5%)

EDUCATION

List readers are well educated and culturally aware with a passion for the arts

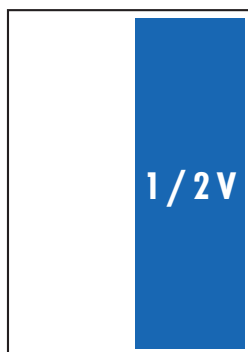
- 89% of readers have attended a course at university or college

Print advertising

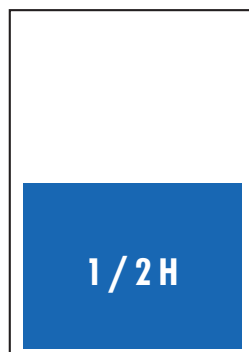


w210 x h297 (mm)

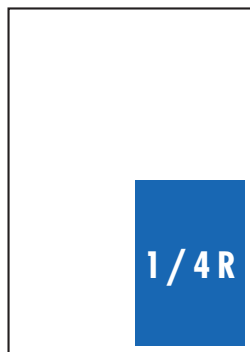
A bleed of 5mm on each edge is needed on ALL full page ads



w93 x h271 (mm)



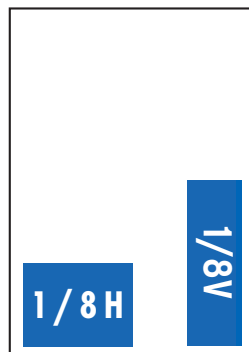
w189 x h134 (mm)



w93 x h134 (mm)



w189 x h65 (mm)



H: w93 x h65 (mm)
V: w44 x h134 (mm)

Artwork Specifications

CMYK | 300 DPI
SUPPLY AS PDF OR JPEG
5MM BLEED ON ALL FULL PAGE ADVERTS
ALL FONTS EMBEDDED

THESE SIZES AND PRICES
RELATE TO OUR MAIN
MAGAZINE.

FOR SUPPLEMENTS SIZING
AND PRICING, PLEASE SEE
INDIVIDUAL RATECARDS.

RUN OF MAGAZINE (A4)

SIZE	RATE	R-H GUARANTEE
1/8 Page	£270	£290
1/4 Page	£480	£520
1/2 Page	£720	£790
Full Page	£1,200	£1,320

SPECIAL POSITIONS

First Right Hand	£1,400
Inside Back Cover	£1,600
Inside Front Cover	£1,600
Outside Back Cover	£1,850
Double Page Spread	£1,900
Full Cover Wrap (4 Pages: Cover, IFC, OBC & IBC)	£8,800
Spread Wrap (2 Pages: Cover & OBC)	£6,000
Cover Double-sided (2 Pages: Cover & IFC)	£6,000
Inside Front Cover Gatefold (1 Full Page + DPS)	£4,000
Outside Back Cover Gatefold (1 Full Page + DPS)	£5,850

INSERTS

The List can carry loose inserts as either a half run (targeting Glasgow, Edinburgh or Dundee), or a full run (every copy of The List):

Half run: 7,500 inserts	£900
Full run: 15,000 inserts	£1800

Inserts are subject to The List's compatibility and availability. Booking deadline 21 days prior to publication.

Prices are not inclusive of VAT.

PUBLICATION DATES 2027

THE LIST MAGAZINE

1 February
1 March
1 April
1 May
1 June
1 July / August
1 September
(with Student Guide)
1 October
1 November
1 December / January

GUIDE TO SCOTLAND'S FESTIVALS

15 February

EAT & DRINK 365

Edinburgh 17 May
Glasgow 18 October

EDINBURGH FESTIVAL GUIDE

12 July

WEEKLY FESTIVAL ISSUES

4, 11 & 18 August

WISHLIST

15 November

Copy & Booking Deadlines

Booking Deadline:
9 days prior to publication

Artwork Deadline:
7 days prior to publication

Online advertising

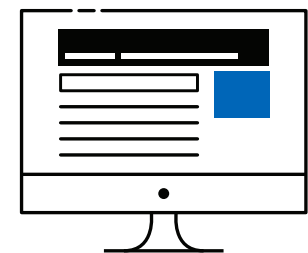
List.co.uk is the leading digital guide to arts and entertainment across the UK reaching an audience of over **900K** per month, which provides incredible opportunities to target specific cultural audiences.

We can target your campaign by **user location**, by **genre** or by **keyword**. When combined, these offer a powerful advertising platform as List users are only ever on site when they are looking for ways to spend their time and money

HOW IS IT TARGETED?

1. CHOOSE THE TYPE OF ADVERT YOU WANT
2. CHOOSE THE SECTION YOU WANT YOUR ADVERT TO APPEAR IN
3. CHOOSE THE AMOUNT OF TIMES YOU WANT IT TO APPEAR ON SITE
4. CHOOSE HOW LONG YOU WANT YOUR ADVERT TO RUN FOR

HOW DOES IT WORK?



Online display adverts are priced on a cost per thousand impressions basis (£CPM). At a price of £20 CPM it costs £20 for every 1,000 times your advert is seen.

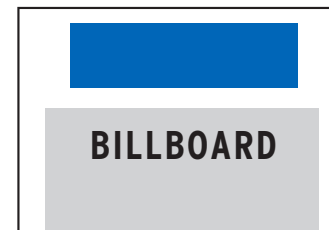
EXAMPLE: AN MPU APPEARING 20,000 TIMES WOULD BE PRICED AT £400.

Different formats have different prices based on size and position on the page.

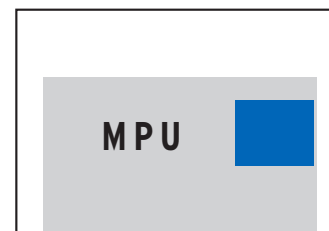
MOBILE
LEADERBOARD



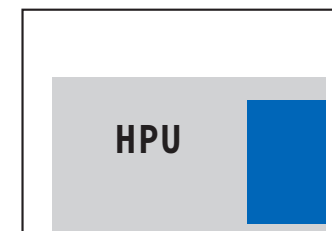
BILLBOARD



MPU



HPU



DIMENSIONS & PRICING

TYPE	SIZE	FORMAT	PRICE
Mobile Leaderboard	320px(w) X 50px(h)	Gif/Jpeg	£12CPM
Billboard	970px(w) X 250px(h)	Gif/Jpeg	£18CPM
MPU	300px(w) X 250px(h)	Gif/Jpeg	£20CPM
HPU	300px(w) X 600px(h)	Gif/Jpeg	£36CPM
Social Post	1600px(w) x 1000px(h)	Gif/Jpeg	£175
Social Reel	1080px (w) x 1980px (h)	Video/Gif/Jpeg	£550

Filesize for all digital ads must not exceed 1MB

For our technical specifications visit: list.co.uk/advertise-with-us

Newsletters



THE LIST PUBLISHES A SERIES OF DEDICATED NEWSLETTERS.

Whether you run an event, brand or business there is a way to reach our switched-on cultural audience.

SOMETHING FOR THE WEEKEND

Highlights the hottest cultural events in the central belt alongside List competitions and offers.

SEASONAL

Seasonal newsletters covering Burns Night, Easter, Halloween and Christmas events.

INSIDE THE ISSUE

Monthly reveal of our print edition, which highlights the finest features, interviews and reviews you'll find in The List magazine.

EAT & DRINK

Monthly roundup of our recommendations for the best in food & drink that month.

SOMETHING FOR THE KIDS

Providing parents the very best ideas of what to do with their children over the weekend and during the school holidays.

3RD PARTY NEWSLETTER

Consists only of your content. Sent to an audience who have specifically requested to hear from partners carefully selected by The List - you can feature up to 300 words of your editorial, multiple images and click throughs.

PRICING

	INLINE	BANNERS	FULL SPONSORSHIP
SFTW	£195	£195	£390
SEASONAL	£195	£195	£390
INSIDE THE ISSUE	£195	£195	£390
EAT & DRINK	£195	£195	£390
KIDS	£150	£150	£300

INLINE ADVERTS

40 words & image/logo

BANNER ADVERTS

600px x 120px

FULL SPONSORSHIP

Guaranteed top Inline & Banner

FREQUENCY

SFTW	WEEKLY
KIDS	FORTNIGHTLY
INSIDE THE ISSUE	MONTHLY
EAT & DRINK	MONTHLY
SEASONAL	QUARTERLY

*CONTACT FOR UP TO DATE SUBSCRIBER INFO

DEDICATED 3RD PARTY SOLUS NEWSLETTER

£550

Native content

NATIVE ADVERTISING IS AN EFFECTIVE WAY OF RELAYING YOUR MESSAGE TO A RECEPTIVE AUDIENCE

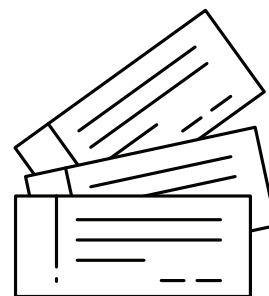
Draw on The List's editorial and design expertise to put together compelling presentations in List house style, incorporating your text, logo and images. Working like an advert, native has the added bonus of engagement via print, digital and social media.



RATES

Full page in print and online	£1,600
Double Page Spread in print and online	£2000
Online only	£850
Print rates include online feature on list.co.uk	

Readers offers



READER OFFERS, COMPETITIONS AND PROMOTIONS ARE A GREAT WAY OF ENGAGING WITH OUR RECEPTIVE AUDIENCE

All offers are published by The List in our proven house style which allows us to deliver key messages using your brand guidelines, logos, images and text.

EACH OFFER GETS

DEDICATED SECTION ON LIST.CO.UK

CLICK-THROUGH IN NEWSLETTERS (over 20,000 subscribers)

OPTION TO RUN IN PRINT AND ONLINE, OR JUST ONLINE

IMAGE 1500 X 600PX 70-100 DPI
NO WORDS
(ONLINE VERSION)

*enquire for print specs

RATES

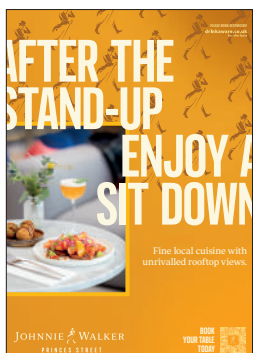
Online Only	£195
1/4 page in print + online	£520
1/2 page in print + online	£795
Full page in print + online	£1,500
DPS in print + online	£1980

Print rates include online feature on list.co.uk

Social media paid boost promotion from £100 (enquire for more details)

Sponsorship

ALIGN YOUR BRAND WITH SCOTLAND'S LEADING EVENTS AND ENTERTAINMENT PUBLICATIONS WITH A BESPOKE SPONSORSHIP PACKAGE



**Sponsor
Message
Box**

**w33.5 x
h84mm**

Sponsorship offers the unique opportunity to be linked in directly with editorial content, bringing authority and prominence to enhance the profile of your brand.

Sponsorship packages are tailor made and designed to fit with your brand's key messaging. Reach and benefit from The List's incredibly loyal and culturally engaged audience.

Packages



MAGAZINE



GUIDES



WEBSITE



NEWSLETTERS



**EVENTS &
PROMOTIONS**

**Contact our dedicated sponsorship team to
create your bespoke package**

PRICE ON APPLICATION

Events

THE LIST HAS BUILT A REPUTATION FOR HOSTING, CURATING AND CREATING AMAZING EVENTS

Whether you want to create an event from scratch, need some help with putting a line up together or are looking to sample your products, get in touch.

BENEFIT PACKAGES CAN INCLUDE:

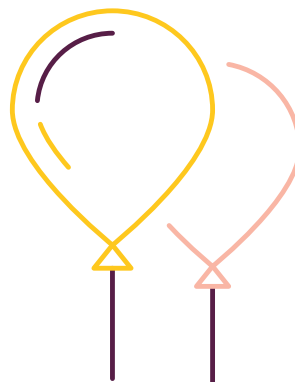
- LINE UP CURATION
- MARKETING & PROMOTION OF EVENTS ACROSS LIST PLATFORMS
- INVITATION/GUEST LIST ASSISTANCE
- ARTIST LIAISON
- BRANDING AT THE EVENT
- SAMPLING

THE LIST FESTIVAL PARTY

THE LIST FESTIVAL AWARDS

LISTLIVE

THE LIST HOT 100



The small print

BOOKING & CANCELLATION DEADLINES

- All bookings are subject to The List's standard Terms & Conditions (see list.co.uk/terms)
- Creative to be supplied 72 hours before going live date
- Change of creative requires 48 hours notice
- Requests for variations of campaigns, including cancellations will be considered up to 20 days prior to campaign live date, or publication date.
- Should advertising copy not reach The List in accordance with our deadline, we reserve the right to fill the space at our discretion.

TERMS & CONDITIONS

- VAT will be added to rates at 20%
- Payment is required in advance unless otherwise agreed
- Interest of 6% pa will be charged on overdue accounts in addition to any charges incurred in securing payment. We will notify you of these charges in advance.
- The List does not accept liability for any loss incurred by error or omission.
- By purchasing a service from The List you are creating a contractual relationship and you agree we may process your contract information in line with our policy.

