

THE SKINNY

THE SKINNY'S GUIDE TO STUDENT LIFE IN SCOTLAND

Student Guide

Now in its second year, THE SKINNY's student guide is the complete guide for students studying in Scotland.

Over 30,000 copies will be distributed FREE on campuses, at fresher's fairs and in uni bars and cafés throughout the country.

This year, the Student Guide will be printed in a high-quality A5 format with 48 pages packed full of advice and information for students, and will be released throughout September to coincide with the new university term.

Although it took a socially responsible approach, last year's guide proved particularly popular because it took an irreverent approach to the received wisdom of uni 'introductions': personal stories, funny cartoons and sharp one-liners kept new and experienced students entertained and informed.

The Student Guide will be distributed with an A2 year planner with options available for advertising.

THE SKINNY's cutting-edge digital edition also offers promotional opportunities - a special microsite will be launched alongside the Student Guide, and will feature more student-focused content.

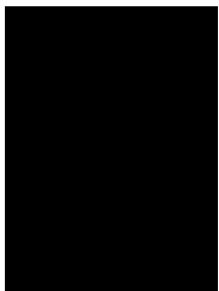


RATES

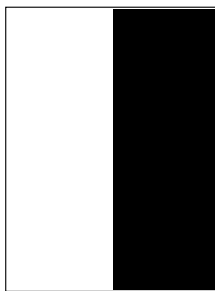
Back cover	£1495
Page 3	£1495
Inside front	£1195
Full page	£995
Half page	£580
1/4 page	£350
1/8 page	£150

Exclusive sponsorship	£4000
Exclusive sponsorship of poster	£2495
Exclusive sponsorship of web	£3000

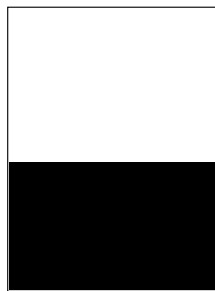
MECHANICAL DATA



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TRIM 210x148mm



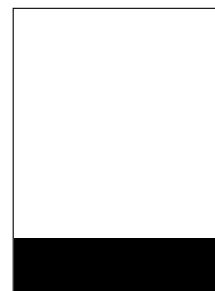
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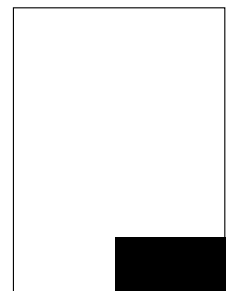
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W 140 mm



QUARTER BOX
H 98 mm
W 68 mm



QUARTER BANNER
H 46 mm
W 140 mm



EIGHTH PAGE
H 46 mm
W 68 mm

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