

DRAM Media Details

OVERVIEW

DRAM is the only dedicated on-trade publication in Scotland. Published monthly, it goes to the heart of the Scottish market, focussing on forward thinking licensees.

Its editorial covers all the major news issues of the day as well as features relevant to the day-to-day business of licensees. Interviews with Scotland's top licensees, market information on specific brand sectors, a focus on design and unique features such as Scotland's Top Bar Managers, all contribute to making the **DRAM** the most up-to-date and best respected licensed trade publication on the market.

The trade is changing - and it is changing fast. **DRAM** aims to reflect the changes in the environment and provide comprehensive, up-to-date information on trends that allow forward thinking licensees to take advantage of market forces to move ahead.

DRAM was the instigator of the first Scottish licensed trade Awards in 1995. Held in June of each year, our event is now host to over 500 licensees and covers all sectors of the on-trade.

WHAT CAN ADVERTISING IN DRAM DO FOR YOUR BUSINESS

Every advertiser knows the power and value of being seen. Exposure builds awareness and ultimately generates growth in sales. With over 8,500 readers, **DRAM**'s popularity guarantees that each advertisement gets maximum exposure. And because readers file the magazine for reference, your advertisement is seen again and again.

MAKE CONTACT

Advertising Manager:

Martin Cassidy

Production Manager:

James Devlin

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AFFILIATIONS

DRAM is the sister publication of pub consumer magazine Repertoire, as well as Scotland's Top Bars and The Wee Dram as well as Community Soup - two community magazines covering the West End of Glasgow and Bearsden & Milngavie. The **DRAM** awards are run in association with the Sunday Mail.

MADE IN SCOTLAND FOR SCOTLAND.

The Scottish market is unique with more independently owned pubs, Scottish licensees have more buying power. The Scottish drinks market is the ideal test ground for new products and has a character all of its own. **DRAM** reflects this and maintains a close relationship with the key figures within the trade.

CIRCULATION

The **DRAM** is sent directly to 8,500 licensees in Scotland, who share it with their staff. The average readership per magazine is 3. Giving the **DRAM** a readership of just over 25,000 people in the Scottish licensed trade. Our readers include the top operators in Scotland, and their managers and key staff. The online version is also gathering momentum.

DRAM Advertising Information

Rates (prices ex VAT)

DPS	£1800
Full Page	£1000
Half Page	£600
Quarter Page	£350

SPECIAL POSITIONS

Cover position	£1200
Products Page	£150 per insert
Inserts	£600

TYPESETTING

CHANGES TO TEXT £15 PER HOUR
Prices for more detailed work will be negotiated through the Production Department and agreed to by the client before work commences.

SCANNING FROM HARD COPY £5 PER SCAN

MINIMUM CHARGE £15
A minimum charge of £15 will be charged per job.

BURNING TO CD AFTER PUBLICATION £40
If your supplied artwork has been altered, and you would like it returned to you, the above charge will apply.

COPYRIGHT CHARGES
Media World Ltd reserves all copyright to all original artwork designed and produced inhouse. Advertisements may not be reproduced for any personal or commercial purpose without prior written permission. A standard fee of £150 will be charged if an advertisement is to be supplied to the client for reproduction in any form.

DESIGN & LAYOUT

DOUBLE PAGE SPREAD	£340
Full Page	£250
Half Page	£95
Quarter Page	£50

Adverts will be sent by email as a PDF for approval. Please be advised that if we do not receive your approval / amendments, adverts will be printed automatically in the current form and we cannot be held responsible for errors that may appear.

DRAM Mechanical Data

Size (depth x width)

Double Page Spread

Type:	238x392mm
Trim:	265x420mm
Bleed:	271x426mm

Full Page

Type	238x188mm
Trim:	265x210mm
Bleed:	271x216mm

Half Page

Landscape	119x188mm
Portrait	238x92mm

Quarter Page

Portrait	119x92mm
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Formats that we can accept are for Mac only. Adverts should be saved to CD-ROM. All adverts must be supplied with either colour or black & white proofs. Files should be saved in Quark 6, Photoshop CS2, Illustrator CS2. Popular PC formats such as CorelDraw, MS Publisher or Pagemaker are NOT acceptable, as are images taken from the internet. All images and fonts must be supplied. All files should be converted to CMYK at 300dpi. Alternatively, a high resolution PDF can be emailed to james@mediaworldltd.com. Please remember to include 3mm bleed. We cannot be held responsible for any colour shift on conversion from RGB. Media World Ltd will not be held responsible for any errors incurred due to files which are supplied incorrectly. Assistance and advice is freely available from our production department on 0141 221 6965. Please note final specification and design may be different from those shown in this ratecard.

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