

## 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 July 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:**  
Iain Livingston

**Advertising Executives:**  
Claire Wilson, Kimberley Williamson

**DRAM**, Upper Floor, Finnieston House,  
1 The Stables Yard, 1103 Argyle Street,  
Glasgow G3 8ND  
T: 0141 221 6965 • F: 0141 221 6561  
E: mail@mediaworldttd.com



### AFFILIATIONS

**DRAM** is the sister publication of pub consumer magazine Repertoire. 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

**DRAM** has a circulation of 8,500. This covers 85% of the on-trade in Scotland. Included in the circulation are the top 400 bars in Scotland and prominent Interior Design Companies and Architects that service the licensed trade

## DRAM Advertising Information

### Rates (prices ex VAT)

DPS	£2600
Full Page	£1500
Half Page	£800
Quarter Page	£450

### SPECIAL POSITIONS

Cover position	£1800
Products Page	£100 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

<b>DOUBLE PAGE SPREAD</b>	£380
Full Page	£180
Half Page	£95
Quarter Page	£50

Adverts will be sent by email as a PDF or by fax 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 4, Photoshop 6, Illustrator 9. 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 360dpi. Alternatively, a high resolution PDF can be emailed to douglas@mediaworldtd.com. Please remember to include 3mm bleed. We cannot be held responsible for any colour shift on conversion from RGB. Media World 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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### Production Manager:

Douglas Heede

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