

DRAM Media Details

OVERVIEW

The **DRAM** Licensed Suppliers Guide 2008 is the only fully comprehensive guide to drinks industry in Scotland. As well as showcasing individual drinks suppliers it is an invaluable tool for licensees, hoteliers and restaurateurs with regard to sourcing products and suppliers that will help them run their business.

Licensees need to know what is happening with regard to trends, and they also require information on who owns what. It's a moving feast and the 2008 Buyers' Guide will keep them bang up to date. From licensing information, all too important this year due to licensing reform, to informed information about the industry, as well as detailed advice, the 2008 industry 'bible' will be well thumbed.

The guide is a sister publication, and will be distributed with, **DRAM** - Drinks Retailing Marketing. Scotland's longest established on-trade magazine. Published monthly, it goes to the heart of the Scottish market, focussing on forward thinking licensees. It's a quality read, for quality licensees and quality brands.

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MAKE CONTACT

Advertising Contacts:

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Keith Glass

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E: mail@mediaworldtld.com



CORPORATE PROFILE

The corporate information for the Portfolio and Profile ads will be gathered through a questionnaire, which will be issued to companies on booking.

USEFUL NUMBERS

The useful numbers will follow the main section of the Buyer's Guide. This section is for companies that offer services to the on-trade. There is also a listings guide - the cost for an insertion under a category heading is £20 for multiple categories the charge is £30.

PRODUCTS LISTINGS

The products listings will be situated at the back of the yearbook. Companies which have advertised will be highlighted. These entries will also contain a page number guiding readers to their display ads.

DRAM Advertising Information

RATES (prices ex VAT)

DPS	£2600
Full Page	£1200
Half Page	£700
Quarter Page	£400

SPECIAL POSITIONS

Cover position	£1500
Products Page	£100 per insert
Inserts	£600
Directory Listing	£100

PRODUCTION

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

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ADVERTISEMENTS

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.

DESIGN & LAYOUT

DOUBLE PAGE SPREAD	£380
Full Page	£180
Half Page	£95
Quarter Page	£50

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DRAM Mechanical Data

Size (depth x width)

Double Page Spread

Type:	200x286mm
Trim:	210x296mm
Bleed:	216x302mm

Full Page

Type	200x138mm
Trim:	210x148mm
Bleed:	216x154mm

Half Page

Landscape	128x92.5mm
Portrait	63x188mm

Quarter Page

Portrait	92x63mm
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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@mediaworldltd.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.

MAKE CONTACT

Advertising Executives:

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Clare Wilson
Keith Glass

Production Manager:

Douglas Heede

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