

SCOTLAND IN TRUST



MEDIA PACK 2011

0131 556 2220


media@scotlandintrust.co.uk
www.scotlandintrust.co.uk

What is Scotland in Trust?

Scotland in Trust is the magazine of the National Trust for Scotland - the conservation charity that aims to protect and promote Scotland's heritage. The magazine gives readers an insight into the activities of the National Trust for Scotland and of course into Scotland's natural and cultural heritage.

The National Trust for Scotland is both Scotland's largest conservation charity and one of Scotland's largest landowners with islands, mountains, countryside, gardens, castles and houses within its care. Members come from varying backgrounds with different interests, yet have in common a passion for Scotland and its environment, built or natural.

Circulation

 *Scotland in Trust* is published three times a year and is sent out to all our members. This gives an ABC audited circulation of **179,571** (Jan-Dec 2010).

This equates to a readership of over **540,409**. Further to this, 10,000 copies are distributed on First ScotRail trains.

Compare this with the ABC figures for other well known publications and the advantages become clear.

Scotland in Trust 179,571

Scotland on Sunday 54,260

Sunday Herald 32,292

Scottish Field 13,270

Homes & Interiors Scotland 11,377

Distribution of readers

- Scotland breakdown (60%)

Glasgow	23,242
Edinburgh	20,140
Aberdeen	18,593
Kilmarnock	15,270
Kirkcaldy	8,137
Paisley	5,561
Inverness	5,369
Dundee	5,141
Perth	4,836
Falkirk/Stirling	4,744
Dumfries	4,250
Motherwell	4,077
Galashiels	1,918
Islands	585

- England (35%) and ROW (5%)

Why you should advertise

- Reach over half a million high-earning individuals
- Target potential customers in buying mode during their leisure time
- Long shelf life (minimum 12 weeks)
- Association with a well trusted and prestigious brand
- High-quality advert reproduction
- Creative advertising solutions i.e. inserts, advertorials and competitions



the National Trust
for Scotland
a place for everyone

SCOTLAND IN TRUST

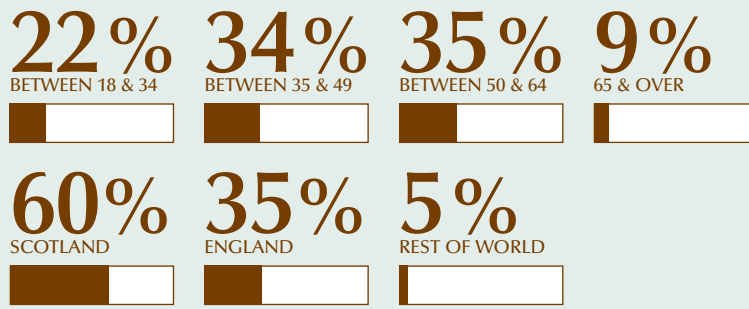
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Readership age and location



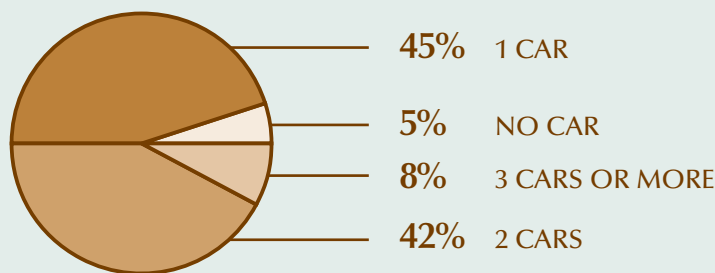
Income



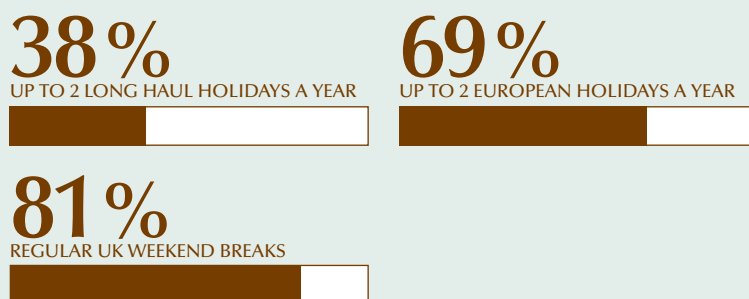
Occupation



Cars per household



Holidays



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Alcoholic drinks readers regularly enjoy

76%

WINE



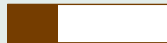
37%

SPIRITS



31%

BEER/LAGER



Foods our readers regularly consume

69%

SALMON



68%

BEEF



35%

CONFECTIONERY



26%

GAME



39%

ORGANIC



37%

SHELLFISH



Readers' preferred activities

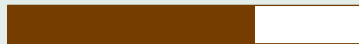
75%

OUTDOORS



69%

BOOKS



64%

GARDENING



64%

DINING OUT



60%

ART & ANTIQUES



40%

THEATRE



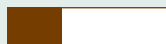
33%

CINEMA



33%

SPORT



29%

ENTERTAINING



27%

SHOPPING



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All data sourced from Winter 2006 readership survey. Sample size 4,500.

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JOHNSTONS OF ELGIN



Johnstons
Since 1797

"As a new advertiser with Scotland in Trust we are delighted with the response we have had so far. The magazine reaches our target audience in an interesting and informative way and we look forward to continuing our association with the National Trust for Scotland."

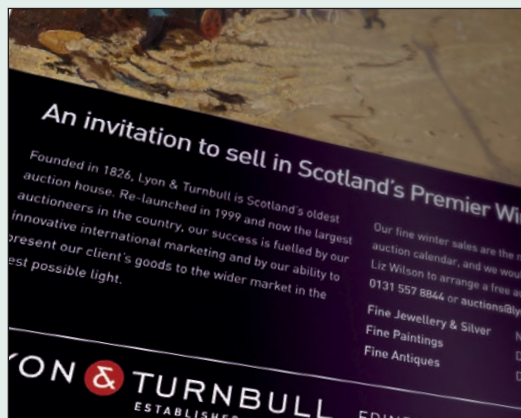
HOUSE OF BRUAR



THE HOUSE OF BRUAR
Established 1993

"We are delighted with our association with the National Trust for Scotland and Scotland in Trust magazine. Scotland in Trust is a fantastic publication that reaches an affluent AB readership. The print and production standards of the magazine are second to none and we look forward to continuing our successful relationship."

LYON & TURNBULL



LYON & TURNBULL
ESTABLISHED 1826

"Shortly following the magazine's mailing a steady stream of orders ensued by phone, mail and internet. Although our leaflet was aimed at private customers, it also invited trade orders and within days, the first of these was received. Mailings like this bring sales in the short-term but also help to build long-term awareness. We will certainly consider advertising with Scotland in Trust in the future."

DONALD RUSSELL



DONALD RUSSELL

"We are very pleased with the response Scotland in Trust magazine has generated for Donald Russell. We are aware of an increasing level of orders due to our advertising campaign within the magazine and would like to thank the team at Scotland in Trust! I would not hesitate to recommend advertising in the magazine."



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