

The Scotsman Magazine
27 AUG 23



From breakfast sofa to fearless adventurer

Louise Minchin on her year of living dangerously with 18 amazing women

8 pages of Scottish Homes



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Home is where the heart is

New Scotland's Home of the Year Judge Hugo Beale arrived in Mull as a backpacker and found he couldn't leave



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In at the deep end

Aberdeen-born Abigail Lawrie makes a splash in Thai TV thriller No Escape

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Country girl
Introducing our Rural Life edition featuring author Rebecca Smith

8 pages of Scottish Homes

The Scotsman Magazine

Commercial opportunities 2023


THE SCOTSMAN

The Scotsman Magazine

The Scotsman Magazine appears with the main newspaper every Saturday and as such it is uniquely placed in the Scottish media market to reach ABC1 readers. The biggest sale of the week for The Scotsman print brand, the magazine is read by an equal split of men and women.

Our weekly mix of editorial including food, drink, restaurant reviews, travel, property, the outdoors, arts, TV and gardens is further enhanced by our cover interviews with Scottish stars like Sam Heughan of Outlander fame and Anne McAlpine, presenter and the voice of Scotland's Home of the Year.

The magazine format and our use of design and the very best photography provides the perfect platform for advertisers looking to attract the attention of discerning readers.

As the world finally opens up post-covid our title is celebrating all the possibilities for adventure, excitement, retail therapy and simply having fun in Scotland and beyond. Please join us.

Alison Gray The Scotsman Magazine editor



Regular weekly content

FEATURES
PROPERTY
LIFESTYLE
ARTS
TRAVEL & OUTDOORS

Food & Drink

RESTAURANT

Gaby Soutar



Buck's Bar, Edinburgh

What's on

For a week, it's been a busy time at Buck's Bar in Edinburgh. The venue has been packed with people, and the atmosphere is electric. The bar is a great place to go for a drink and a bite to eat. The menu is extensive and includes a variety of dishes that are sure to please. The service is excellent and the staff are friendly and attentive. Buck's Bar is a must-visit for anyone looking for a good time in Edinburgh.



The Verdict
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FEATURES

Escape to the countryside

The annual celebration of Scotland's rural life. The Royal Highland Show, promises a packed programme of events, writes Gaby Soutar

The Royal Highland Show is a must-visit for anyone looking for a good time in Edinburgh. The show is a celebration of Scotland's rural life and offers a variety of activities and attractions. The show is held in a beautiful setting and is a great place to go for a day out. The show is a must-visit for anyone looking for a good time in Edinburgh.



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ARTS

Spirit of the South in Pitlochry

Cost in Banche and Stanley in A Streeter Named Desire at Pitlochry Festival Theatre. Kew-Stat and Matthew Treloar are determined to find their own approach to the American classic

By Lisa E. Miller



The Pitlochry Festival Theatre is a must-visit for anyone looking for a good time in Edinburgh. The theatre is a celebration of Scotland's rural life and offers a variety of activities and attractions. The theatre is held in a beautiful setting and is a great place to go for a day out. The theatre is a must-visit for anyone looking for a good time in Edinburgh.

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Audience

Monthly print readers: **132,000**
 Monthly online users: **6.82 million**
 Social media followers: **480,000**

Travel & Outdoors

WHY YOU WANT HERE



Call of the wilderness

Get away from it all exploring the beautiful lakes and forests of Minnesota's Boundary Waters Canoe Area, writes Ellen Hawley

It's a beautiful view of a wilderness area. The Boundary Waters Canoe Area (BWCA) is a vast, undeveloped area of land in northern Minnesota. It's a place where you can enjoy the beauty of nature in all its glory. The area is home to some of the most beautiful lakes and forests in the state. It's a place where you can enjoy the peace and quiet of the wilderness. The area is also home to a variety of wildlife, including moose, bears, and wolves. It's a place where you can enjoy the best of both worlds: nature and adventure.



Wilderness The Boundary Waters Canoe Area is a vast, undeveloped area of land in northern Minnesota. It's a place where you can enjoy the beauty of nature in all its glory.

Want more when you can't carry or portage? [Here you can rent a bike](#)

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The Minnesota Register 47

FOOD

It's picnic time

Great picnics lay long in the memory. All you need is to prepare your feet in advance

Carrie Corfari



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THE WINE LIST

The best chardonnay Down Under is in Adelaide Hills



Rose Murty Brown

Y... Adelaide Hills is a region in South Australia known for its world-class chardonnay. The region is home to some of the best chardonnay in the world. The wine is made from grapes that are grown in a cool climate, which gives the wine a crisp and refreshing taste. The wine is also known for its elegant and sophisticated character. It's a wine that is perfect for any occasion.



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TRAVEL & OUTDOORS

Big ideas for small spaces

Mirrors, creating zones and carefully chosen furniture can all help make a small garden feel bigger, experts tell Hannah Stephenson

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The Minnesota Register 48

Wake up to wellness
Feeling overwhelmed?
From pampering to yoga,
be guided by our top
Scottish gurus.

Heard the latest about Scotland's food & drink?

Join us for a dram and to celebrate what's new and exciting this season



The Scotsman Magazine

THEMED ISSUES 2023

Food and Drink Special

Publication date 22/7

Advertorial booking deadline 7/7. Advert deadline 13/7

Edinburgh International Festival

(Themed issue and supplement)

Publication date 29/7

Advertorial booking deadline 14/7. Advert deadline 20/7

Health and Wellness Special

Publication date 2/9

Advertorial booking deadline 18/8. Advert deadline 24/8

Food and Drink Special

Publication date 14/10

Advertorial booking deadline 29/8. Advert deadline 5/10

Christmas and Gift Guide

(Themed issue and supplement)

Publication date 25/11

Advertorial booking deadline 10/11. Advert deadline 16/11

Christmas and Food and Drink

(Themed issue and supplement)

Publication date 2/12

Advertorial booking deadline 17/11. Advert deadline 23/11

FEATURES

Yoga in Scotland – strike a pose

Four of Scotland's leading yoga teachers share their love of the practice and the benefits of its combination of exercise, meditation and breath control. Interviews by Gaby Soutar

There are so many different styles of yoga, from the traditional to the modern, that it can be hard to know where to start. But for those who are looking for a new challenge, there are a few teachers who stand out from the crowd. We spoke to four of the most experienced and inspiring yoga teachers in Scotland to find out what they love about the practice and how they teach their students.



Simon Wilson, founder of The Yoga Collective, Glasgow www.theyogacollective.com

How do you do it right? Simon is a former professional triathlete and triathlete coach. He has spent the last 10 years of his life training triathletes and has a deep understanding of the physical demands of the sport. He uses this knowledge to create yoga classes that are specifically designed to help triathletes improve their performance and prevent injury.

Why should people take up yoga? Yoga is a great way to improve your physical health, mental health, and overall well-being. It can help you reduce stress, improve your sleep, and increase your energy levels. It is also a great way to connect with yourself and others.

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Where is your practice based? Simon's yoga studio is based in Glasgow, Scotland. He has a large studio with a beautiful view of the city and a variety of yoga classes to suit all levels of experience.

Do you have any tips? Simon's top tip is to listen to your body and not to push yourself too hard. Yoga is a practice, not a performance. It is about finding a sense of peace and balance within yourself.



Michelle Taylor, founder of The Yoga Collective, Glasgow www.theyogacollective.com



Katy Wakefield, founder of The Yoga Collective, Glasgow www.theyogacollective.com

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TRIPLES & CHARM

Invitation to take your country seat

We celebrate a treasure trove of high-end rural residences with contemporary comforts that are compellingly inviting to us on the green hills for size

SeaView Homes One-Off Homes
Offers over £1.12m



What's hot? A striking combination of luxury finishes, high-end furniture and a modern aesthetic. The SeaView Homes One-Off Homes are a real gem for those who want to live in a high-end rural residence with contemporary comforts that are compellingly inviting to us on the green hills for size.

What's hot? The sea view from the stunning front porch, the high-end furniture and the modern aesthetic. The SeaView Homes One-Off Homes are a real gem for those who want to live in a high-end rural residence with contemporary comforts that are compellingly inviting to us on the green hills for size.

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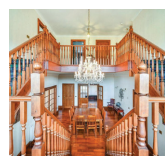
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SCOTSMAN **Homes**

Eight pages of residential property, lifestyle and interiors each week - from castles to bothies and eco homes to traditional townhouses.

INTERVIEW

Studio team get hang of things

Yvonne Elliott-Belligan, one half of dynamic Glasgow textile design company Bespoke Angles, tells Kirsty McAuliffe about the launch of the No. 10 Walker wallpaper collection

What do you get out of it? It's a really exciting time for the studio. We've just launched our new collection of wallpaper and it's really exciting to see it in the shops. We've also been working on a new collection of fabric and it's really exciting to see it in the shops. We've also been working on a new collection of fabric and it's really exciting to see it in the shops.

PERSONAL PROPERTIES
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ENTERTAINING

Stylish planters - don't let your choice be pot luck

Chelsea Pot Plant
Chelsea Pot Plant is a leading provider of high-quality planters and pots. They offer a wide range of styles and materials, from traditional terracotta to modern, minimalist designs. Their planters are available in various sizes and colors, making them a versatile choice for any interior or outdoor space.



PRESTIGE PROPERTY

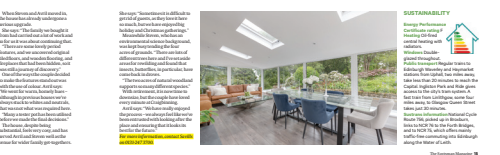
Well-connected address is centre of excellence

Outstanding new Oakton, Dundee, West Lothian offers over £1.21m

Kirsty McAuliffe surveys a splendid rural home in the heart of the Central Belt with easy access to major city conveniences

Checklist
This is a well-connected address in the heart of the Central Belt. It offers a blend of rural charm and modern amenities. The property is well-maintained and offers a high level of comfort and convenience. It's a great choice for those who want to live in a well-connected address in the heart of the Central Belt.

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The Scotsman Magazine

Commercial opportunities 2023

FOOD & DRINK
ADVERTISING FEATURE

ADVERTORIALS

A full page print advertorial in the magazine, plus online promoted article on Scotsman.com including supporting social posts
£1,600 + VAT

A double page spread print advertorial, plus online promoted article on Scotsman.com including supporting social posts
£2,300 + VAT

Kirsty McLuckie samples The Gin to My Tonic Show, which is all set to visit Edinburgh, Aberdeen and Glasgow

There has been a huge upsurge in craft spirits in the last decade or so, with small distilleries springing up around the country. The variety can be bewildering, but three unique events coming to Scotland this year aim to introduce consumers to all manner of flavours, styles and combinations. One primarily focused around gin, as its name suggests, The Gin to My Tonic Show has blossomed in recent years to include rum, vodka, whisky, cocktails and more, celebrating all forms of craft spirit in the largest gathering of the UK's best producers.

As well as tastings, the shows offer workshops and expert master classes, as well as cocktail bars on site.

It is the brainchild of friends Paul Hudson-Jones and Estera Shepherd, who started an gin blog as a hobby but, as its online popularity grew, decided to use their event background to launch the show.

The multi-award-winning company now holds events around the UK each year – including the three in Scotland, in Edinburgh, Aberdeen and Glasgow – but despite its growth the prime focus remains the same: to connect consumers with small-scale producers.

Paul says: "We've always been passionate about connecting spirit lovers with spirits that best suit them and, when investing in a bottle, you want to guarantee you are going to enjoy it. It's why sampling before you buy is so important, it's a real chance to hone your personal tastes."



With a rising interest in the provenance of food and drink, meeting distillers is also an opportunity to discover unique ingredients and processes, as well as forge a connection with the makers which – Paul points out – you just can't get from the rather soulless experience of buying online or from a shop.

And while The Gin to My Tonic Show is definitely a fun day out, he advises attendees to grab the opportunity to challenge their taste buds, saying: "You may think



Follow this QR code to access the website for The Gin to My Tonic Show, the UK's best spirit producers, proudly hosting tastings and workshops, expert masterclasses and cocktail bars

you don't like dry gin, for instance, or don't like the taste of a navy gin because it is too strong, but don't write off lowland spirit varieties because you may be surprised."

It is a fast-evolving industry, with fashions for spirits changing as quickly as flavourings, mixers and cocktails can be conceived.

Even seasonally there are innovations. Winter sees the rise of warming and spicier blends and the return of blue gin, while summer sees lighter and brighter flavours, with citrus, berries and tropical flavours continuing to grow in popularity.

Just when you think you've seen it all, distillers will find new botanicals to excite and delight. Paul adds: "There are big changes across the industry with focus on sustainability, such as refillable bottles, so you can buy a really beautiful centrepiece bottle for the cocktail cabinet which is then topped up from pouches, saving waste and costing less."

As for the ritual of tasting, Paul has some tips but the main message is to enjoy yourself and not to think too deeply about doing it right or wrong. Developing your palate takes time, and it's why sampling is all part of the fun.

He advises: "Take in the fragrance by breathing in through your nose but keep your mouth tightly closed. Try the spirit itself, although you do have to pace yourself if you aren't drinking as there are so many to sample."

Then try to imagine – you get a different result from the first and second taste, as the spirit continues to develop on the palate.

"Finally add a little mixer and note how the flavour transforms. And, of course, when it comes to making such an important purchase decision, it would only be right and proper to sample a few at the show – to really pinpoint your favourite."

The Gin to My Tonic Show, Scotland's Biggest Gathering of Craft Distillers, will be held in Edinburgh, on 5 and 6 June, Aberdeen, 25 and 26 August and Glasgow, 3 to 5 November. Tickets prices start at £1, and can be purchased online at www.thegintomytonic.com



"Sampling before you buy is so important, it's a real chance to hone your personal tastes"

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