

# project plant

For Scotland's Construction Equipment Industry



mediapack

2017

# intro

**Project Plant is the most-effective publication for reaching the Scottish plant industry. It is, quite simply, in a league of its own north of the Border.**

No other publication, whether it be UK or Scottish-based, can match the coverage of the industry in Scotland provided by **Project Plant**.

That's why it is used by the leading plant manufacturers, distributors and hirers to reach the lucrative Scottish market. Part of Scotland's largest business publisher, the title is unmatched in terms of investment in circulation management ensuring that advertisers only reach the people that matter - the Scottish plant buyers and hirers.

**No circulation wastage means no wastage of the advertising pound.**

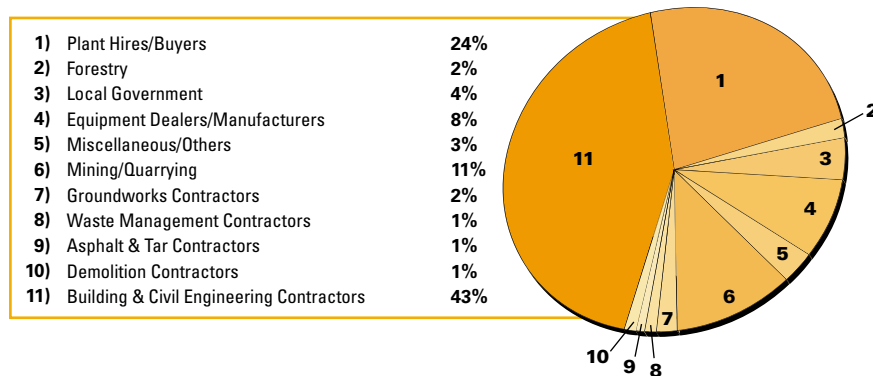
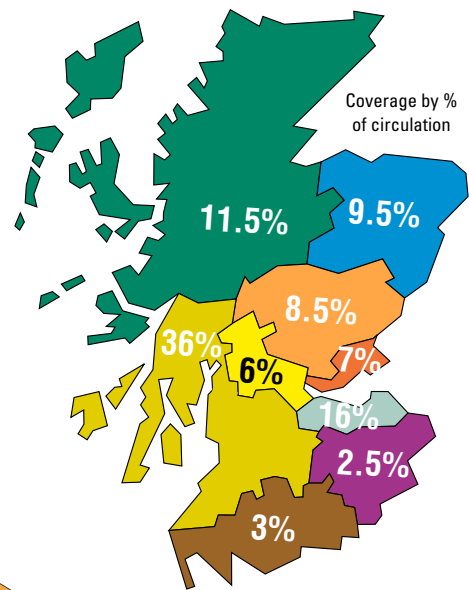
## circulation

**Project Plant** offers unrivalled coverage of a unique market. Substantial telemarketing, sourcing from exhibitions, industry directories and trade bodies, ensures **Project Plant** delivers virtually blanket coverage of the Scottish market.

The title is received by more than 95% of all construction plant hirers and buyers in Scotland, whether they be in the quarrying sector, contractors, local authorities or independent operators.

**Project Plant** covers every part of Scotland, from Dumfries to Lerwick. And splitting the list by postcode allows for precisely-targeted regional product testing and micromarketing.

Whether it's excavators in Strathclyde, cranes in Edinburgh or backhoe loaders in the Borders, **Project Plant** carries the message direct to your target market.



**PROJECT PLANT**  
Average NET Circulation  
**5,181**  
(01 July 15 - 30 June 16)

To further strengthen the magazine's position in the Scottish construction scene, it supports Scotland's only plant exhibition, **ScotPlant**.

This business relationship gives **Project Plant** an even greater presence in the industry north of the Border as well as unique access to the exhibition's database of visitors - the people with spending power in the industry.

A powerful partnership, you might say!



# features 2017

## February

- Finance
- Demolition Equipment
  - Excavators
- Cranes & Lifting Equipment

## May

- Compact Equipment
  - Site Dumpers
- Quarry & Mining Equipment

## August

- Tele-Handlers & RTFL's
- Compaction Equipment
  - Recycling
  - ADT's

## November

- Hydraulic Breakers
- Buckets & Attachments
  - Mini-Excavators

*Features subject to change*

## SERVICES

From List Rental to Telemarketing, we can produce a package of advertising and associated activities tailored to meet your needs.

For more information, telephone our advertising department on **0141 567 6000**.

### COMPANY PROFILE

A company profile in **Project Plant** allows your business to put your message across . . . in the way you choose. Project Plant will discuss your editorial requirements, commission photography and design the pages. If necessary, we can handle advertising sales if suppliers are involved.

### LIST RENTAL

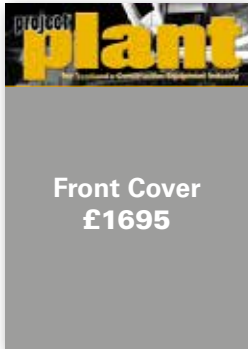
**Project Plant** can offer advertisers the opportunity to target their message via Direct Mail.

Our circulation list is now available on a rental basis through an approved mailing house. Simply decide your target market, finalise the sales and marketing package you want to dispatch and we will quote a price that includes, if necessary, generation of a sales letter, packing of sales literature, postage and, of course, names and addresses. It is a service that will save you time and money.





# media rates



Front Cover  
£1695



### FRONT COVER

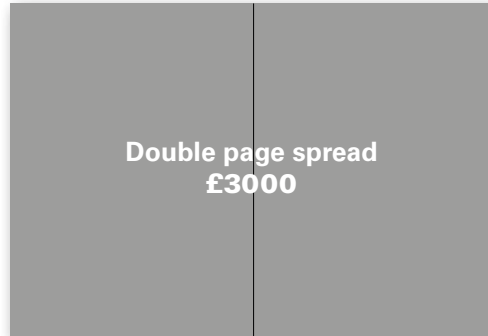
(w/ Masthead)

**Trim:**

227mm *deep* x  
210mm *wide*

**Bleed:**

230mm *d* (Bleed  
at bottom) x  
216mm *w*



Double page spread  
£3000



### DOUBLE PAGE SPREAD

**Trim:**

297mm *d* x 420mm *w*

**Bleed:**

303mm *d* x 426mm *w*



Covers  
£1580

Full page (A4)  
£1525



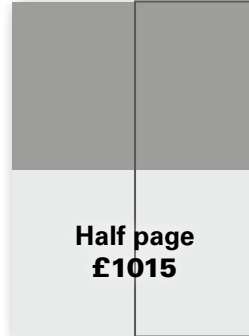
### COVERS / A4

**Trim:**

297mm *d* x 210mm *w*

**Bleed:**

303mm *d* x 216mm *w*



Half page  
£1015



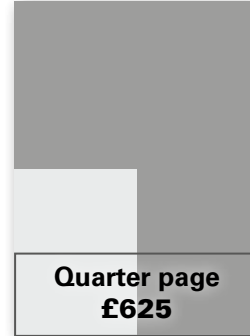
### HALF PAGE

**LANDSCAPE:**

133mm *d* x 188mm *w*

**UPRIGHT:**

270mm *d* x 92mm *w*



Quarter page  
£625



### QUARTER PAGE

**UPRIGHT:**

133mm *d* x 92mm *w*

**LANDSCAPE:**

65mm *d* x 188mm *w*



## Mechanical Data



PDF Files should be CMYK and 300dpi resolution. No calibration or profiles should be applied and all fonts must be embedded and colour proof supplied. Files should be emailed to **claire.alexander@peeblesmedia.com**

### SERIES DISCOUNTS

Two 5% | Three 10% | Four 15%

**AGENCY** Discount 10%

### ADDITIONAL CHARGES

Special Positions 15%

### COPY DATES

Five weeks prior to publication.

### CANCELLATION

Twelve weeks prior to publication.

### INSERTS

£120 per 1000, Weight not to exceed 30gm. Size not to exceed A4.