



GWCT SCOTTISH GAME FAIR

CELEBRATING CONSERVATION & THE COUNTRYSIDE

SCONE PALACE, 5-7 JULY 2024

5-7 July 2024 | Scone Palace, Perthshire | Established 1958

DEAR EXHIBITOR,

Showtime Media Services Ltd is happy to announce that we will be producing the Official Digital Show Preview, Pocket Guide, and the Official Printed Show Catalogue for GWCT Scottish Game Fair, which will take place in **Scone Palace, 5-7 July 2024**.

32,000
VISITORS

53%
FEMALE

47%
MALE

PROMOTE YOUR BRAND AND GENERATE MORE BUSINESS

OFFICIAL DIGITAL SHOW PREVIEW

30,000 copies of the Official Show digital Preview will be emailed out 4 weeks before the show.

The Preview will contain Exhibitor news stories, covering new services, product launches, promotions, mergers, new contracts, and industry trends.

GWCT Scottish Game Fair is the largest gamefair in Scotland with fieldsports and land management at its heart, with amazing food and fabulous shopping.

THE OFFICIAL SHOW GUIDE

With so much on offer, the Official Souvenir Show Guide allows you to really 'Stand out from the Crowd'. Advertise your presence at the show, tell the visitors where you are and what you do, and guide them to your stand purposefully, Don't wait for them to casually find you!

- **For sale at £8 on the day, you can be sure that this will be kept and referred back to for future orders**
- **Compact A5 size, full colour, high quality paper and perfect bound with Pocket Map**
- **Editorial coverage on all aspects of GWCT Scottish Game Fair as well as special features and essential show information.**

EDITORIAL OPPORTUNITIES

We will also include a FREE editorial initiative in both publications.

All Exhibitors are invited to submit News for possible inclusion in the Preview, and News and Editorial for possible inclusion within the Catalogue: News articles (75-150 words, with image), Editorial articles (600-1,200 words, with image). Articles must be comparative product pieces or generic articles looking at the ways forward for the industry.

For more information please feel free to email Brian the editor at editorial@showtimemedia.com

SHOW INFORMATION

The best three days you'll have this summer. GWCT Scottish Game Fair is the annual gathering for people passionate about the Scottish Countryside in all its glory.



**"NEVER A DULL
MOMENT"**



ADVERTISING & SPONSORSHIP OPPORTUNITIES

Sponsorship of the Official Digital Show Preview and Printed Show Catalogue (price for each publication)

£9,995

Take maximum 'ownership' of the Official Digital Show Preview and Official Printed Show Catalogue as the sponsor of the entire publication. This premium package includes:

1. Advertisement banner on the front cover positioned at foot of page 30mm high x 148.5mm wide. Advert Banner also placed on the contents page and the welcome page.
2. A double-page spread of editorial promoting your products and services available to the industry.
3. Your company logo and image positioned next to your exhibitor entry.
4. A full-page colour advertisement on a right-hand page.



THE MOST IMPRESSIVE AND PROMINENT BRANDING OPPORTUNITY

HIGH VISIBILITY BRANDING

Official Digital Show Preview

Frame Banner Advert	(720 x 90 px)	£5,595
Pop Up Advert	(A4)	£4,995
Leader Advert*	(A4)	£4,995
In-flow Advert	(A4)	£4,995

* Not visible on mobile devices

The Official Digital Preview will be emailed to over 30,000 pre-registered visitors and past attendees, greatly increasing the circulation of the preview at no extra cost to you.

For more information call
Melissa Winters today on
+ 44 (0)7590 207879 or email
TGS@showtimemedia.com

Bookmark Sponsorship

£7,500

- The bookmark measures 150mm (H) x 70mm (W) and will be attached to the last page of the Official Printed Show Catalogue by a coloured piece of ribbon.
- Includes a double-page spread editorial where the bookmark will be positioned in production.

Bellyband

£7,500

- Advert wraps around the whole Official Printed Show Catalogue and is stuck with low-tac glue dots into position on your two pages of advertorial. Advert measures 50mm (H) x 400mm (W).

Exhibitor Entry Sponsorship

£5,995

- 84 strips (banners) on each of the exhibitor entry and product listing pages.
- Front cover to where we would apply the banner.
- 2 pages of editorial within the main body of the publication.

Floor Plan & A-Z List Sponsorship

£6,500

- 7 advert strips (banners) placed across the bottom of the Floor Plan and A-Z lists.
- Highlighted stand on the Floorplan
- 2 pages of editorial

OFFICIAL PRINTED SHOW CATALOGUE

AND OFFICIAL DIGITAL SHOW PREVIEW

(Price For Each Publication)

Cover Positions

Outside Back Cover	£5,595
Inside Front Cover	£4,995
Inside Back Cover	£4,995

Inside Positions

Double-Page Spread	£5,995
Full Colour Page	£3,955
Half Page	£2,250
Quarter Page	£1,450
Logo on the Floorplan with a Trail Leading to your Stand	£650
(Highly visible as the floor plan is used by visitors to navigate around the show - availability limited!)	
Inserts	P.O.A

Enhanced Exhibitor Entry Options

Exhibitor entry with company logo	£195
Boxed and highlighted exhibitor entry with company logo	£245
Photograph/Image with exhibitor entry	£395

POCKET MAP (A6)

Main Sponsor (includes front banner and back cover)	£2,000
Advert position (4 internal positions only)	£650

SPONSORSHIP OFFERS YOUR COMPANY A UNIQUE OPPORTUNITY TO MAXIMISE YOUR MARKETING EFFORTS

ADVERTISING DIMENSIONS

All advertisement sizes quoted are in Width in mm (first) x Height in mm (second).

Please keep type at least 10mm from the edges to avoid gutter (Official Printed Show Catalogue only).

Official Digital Show Preview & Catalogue A5

DPS	Trim	297mm x 210mm
	Bleed	303mm x 216mm
Full page	Trim	148.5mm x 210mm
	Bleed	154.5mm x 216mm
Half page	Landscape (trim)	148.5mm x 105mm
	Landscape (bleed)	154.5mm x 111mm
	Portrait (trim)	37mm x 210mm
	Portrait (bleed)	43mm x 216mm
Quarter page	Trim	74mm x 52.5mm
	Bleed	80mm x 58.5mm

Showtime Production

Department Contact:

Andy Milsom on

E: designers@showtimemedia.com

Pocket Guide A6

Full page	Trim	105mm x 148.5mm
	Bleed	111mm x 154.5mm

Specials A5

Sponsorship strips	Trim	148.5mm x 30mm
	Bleed	154.5mm x 36mm
Bookmark (Catalogue only)	Trim	70mm x 170mm
	Bleed	76mm x 176mm
Bellyband (Catalogue only)	Trim	400mm x 50mm
	Bleed	406mm x 56mm

HIGH VISIBILITY BRANDING

Official Digital Show Preview / Catalogue

Frame Banner Advert	(720 x 90 px)
Pop Up Advert	(768 x 576 px)
Leader Advert	(210mm x 297mm)
In-flow Advert	(210 x 297mm)
Wallpaper Advert*	(150 x 650 px)

*(22 second loop, sharing 3 Ads, not visible on mobile devices)

Please keep type at least 10mm from the edges to avoid gutter

FILE FORMATS

All artwork must be CMYK, 300dpi.

The following formats are acceptable: PDF, EPS, TIFF, JPG

Please outline or embed fonts if sending EPS

HOW & WHERE TO SEND ARTWORK

You can email your files to designers@showtimemedia.com

DEADLINES

Preview news: 3rd May 2024

Preview artwork: 27th May 2024

Catalogue news and editorial: 31st May 2024

Catalogue artwork: 17th June 2024

Showtime Media Services Ltd accepts no liability for any errors created from files sent in a digital format, if any of the stated procedures have not been adhered to.