

The Skinny Student Supplement

An indispensable guide for students

Students are a crucial demographic for the culture of any city, since many of them – be they new, visiting, or returning students – are at their most impressionable, adventurous, and curious.

The Skinny's annual guide to student life is written and edited by current or recent students, so the tone, content, and format is optimised to engage with its readers.



At A Glance

- Up to 36,000 copies included inside THE SKINNY September Issue
- 25,000 additional stand-alone copies, 24 pages, FREE
- Key cities: Edinburgh, Glasgow and Dundee
- Distributed to universities, colleges, student accommodation & specially selected student hotspots
- Also handed out at selected events, fairs & via key partners
- Trusted and established publication, now in its 12th year







Tech Specs

Print adverts should be 300 dpi, CMYK PDF or JPEG/TIFF, with all fonts and images embedded.

5mm bleed must be included on full pages and spreads but is not needed on smaller sizes.

Advert Sizes

as per main mag sizes:

	1/8 Box 126mm(w) x 76mm(h)
	1/4 Box 126mm(w) x 155mm(h)
	1/2 Horizontal 256mm(w) x 155mm(h)
	1/2 Vertical 126mm(w) x 314mm(h)
	Full Page Bleed: 290(w) x 350(h)mm Trim: 280(w) x 340(h)mm Type Safe Area: 260(w) x 320(h)mm
	DPS B: 570(w) x 350(h)mm T: 560(w) x 340(h)mm Ty: 540(w) x 320(h)mm

Advert Prices*

*before VAT



1/8 Box
£325



1/4 Box
£545



1/2 Vertical
£895



1/2 Horizontal
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Full Page
No Fixed Placement: £1395
Guaranteed Right Hand Page: £1645
Inside Front Cover/Page 3: £1645
Outside Back Cover £1745



DPS
£2500

“The Student Handbook has been the perfect vehicle for us to engage with the student market in Edinburgh and Glasgow”

Anthony Dorman, Marketing and Promotions Manager, The Stand Comedy Club