

ADVERTISING RATES

The Edinburgh Fresher's Pack and Student Guide is the most cost effective channel to get in front of the student market in Edinburgh this Autumn, book your space and inserts with us now.

WALLPLANNER

Sidebar advert:

£150 + vat
(96mm wide x 67mm high - no bleed)

Bottom row advert:

£195 + vat
(120mm wide x 67mm high - no bleed)

Wallplanner Sponsorship

Includes advert on outside back cover, advert on header of wallplanner, free insert and flash on front cover: £600 + vat

DEADLINE FOR BOOKING AND ARTWORK:

Friday 26th August 2016



CITY MAP

Logo on city map.

£60 + vat

Two or more logo's on the city map:

£45 + vat per logo

DEADLINE FOR BOOKING AND ARTWORK:

Friday 26th August 2016



FLYER INSERTS

EDINBURGH UNIVERSITY
2,000 flyers

NAPIER UNIVERSITY
3,000 flyers

HERIOT-WATT UNIVERSITY
3,000 flyers

QUEEN MARGARET UNIVERSITY
2,000 flyers

DEADLINE FOR INSERTS:

Friday 26th August 2016

£40+VAT per 1,000 flyer's inserted or
£35 + VAT per 1,000 if placing inserts
in all 10,000 packs.



Print Prices

A6 flyer	130gsm	170gsm	300gsm
2,500	£53	£57	£69
5,000	£59	£69	£89
7,500	£78	£89	£129
10,000	£84	£97	£149

A5 flyer	130gsm	170gsm	300gsm
2,500	£79	£114	£130
5,000	£99	£137	£160
7,500	£124	£169	£225
10,000	£139	£189	£265

Print Prices including inserts

A6 flyer	130gsm	170gsm	300gsm
2,500	£153	£157	£169
5,000	£249	£259	£279
7,500	£348	£359	£399
10,000	£399	£412	£464

A5 flyer	130gsm	170gsm	300gsm
2,500	£179	£214	£230
5,000	£289	£327	£350
7,500	£394	£439	£495
10,000	£454	£504	£580

ADVERT DESIGN

NEED YOUR ADVERT DESIGNING? WE CAN HELP DESIGN AN EYE CATCHING ADVERT FOR YOU, BASED ON YOUR NEEDS. **WALLPLANNER ADVERT BOX:** FROM £35 + VAT **FLYER DESIGN:** FROM £90 + VAT ALL DESIGN COSTS ARE SUBJECT TO SIGHT OF THE BRIEF, CONTACT US ON 0131 661 8122 FOR A FREE, NO OBLIGATION QUOTE.

BOOK YOUR SPACE NOW: 0131 661 8122 / KAREN.DEACON@OUTOFHANDSCOTLAND.CO.UK

EDINBURGH'S

Original flyer pack

and student guide

FRESHERS

GET

OUT OF HAND

Our Fresher's Pack and Student Guide flyer packs are the most cost effective way to directly reach Edinburgh's freshers and returning students at the cities universities.

BOOK NOW FOR SEPT 2016



ADVERTISE

IN OUR EDINBURGH STUDENT GUIDE AND FLYER PACK AND LET US DO THE BUSINESS FOR YOU

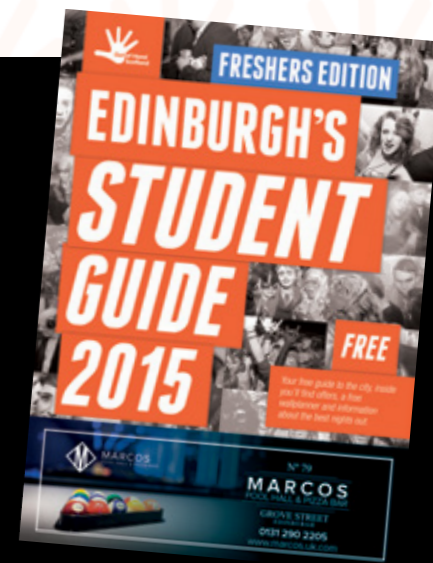
Given away free to new and returning students in Edinburgh, our packs are the most direct and effective form of communication with the responsive student market in Edinburgh. Crammed full of all the essential information they need this autumn such as exclusive discounts, party flyers, product samples, stickers, our special Wallplanner and city map. Our packs are the ultimate guide to Edinburgh to help students spend their money wisely...

FOUR UNIVERSITIES || 62,000 STUDENTS
10,000 PACKS || 100% PICK UP RATE



WHAT IS THE STUDENT GUIDE AND FLYER PACK?

Distributed by our professional team of promotional staff, the packs are given away free to new and returning students at the Edinburgh University, Napier University, Heriot-Watt University and Queen Margaret University Freshers Fairs in Edinburgh. It includes a B2 sheet, folded into sections that reveal invaluable information such as a city map and wall planner of all the best places to go and nights out in Edinburgh and beyond.



WALLPLANNER

Our B2 sized academic year planner runs from Sept 2016 to May 2017, highlighting all the key dates in the student calendar, making it an indispensable resource that will constantly be referred to throughout the year. With advertising boxes available around the edge of the planner, your advertising message will be seen again and again over nine months directly by your target market.



WHY ADVERTISE TO STUDENTS?

IT'S A HUGE MARKET AND THEY HAVE MONEY TO SPEND

Edinburgh's 62,000 university students spend over £12,000 each on accommodation, living and entertainment costs, that's over £740m annually pumped into the local economy.

THEY WANT TO KNOW HOW TO SPEND IT

Some are away from home for the very first time, in a new city – they need your help! They spend thousands of pounds on going out, alcohol, entertainment, clothes, mobile phones, computers/laptops/tablets and music/films. Out of Hand's Edinburgh Fresher's Pack and Student Guide Flyer Packs suggests the best places to eat, drink, shop, play and party.

REACH THE FRESHERS

Almost all students said they spent more in their first year because they socialise more.

- 94% go to the cinema at least once a month
- Over 50% go clubbing at least once a week or more
- 72% go travelling at least once a year
- 97% have internet access
- 91% own a computer and/or smart phone

WHY ADVERTISE IN OUR GUIDE?

It's advertising that generates a proven return. We've been distributing the flyers to students since 1994. The Edinburgh Fresher's Pack and Student Guide Flyer Packs is a tried and tested medium with a proven track record. Your flyers and adverts will reach the student market head on, making them aware of your business and returning to your business time after time.

EDINBURGH CITY MAP

The student focused map has been designed to be a unique guide to help students navigate their way around Edinburgh and highlight businesses that welcome students. Each business will get their location highlighted on the map with their logo, a listings to include their logo, name, address, telephone number, and a short description.



FLYER INSERTS

Tried and tested and one of the oldest forms of advertising in the world! We can include flyers up to A5 in size, stickers and product samples – we can even print them for you too if needed.

Inserts are great for giving away vouchers and discounts as you can track the response too!



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