

RATE CARD 2024



SCOTLAND'S MOST-LOVED  
WOMEN'S TITLE

17,000+

women across Scotland reached  
every month across our website and  
social media

# The online destination to reach Scottish women.

Quine was founded in 2023 to fill the gap in the market for a digital-first media brand that appeals to the modern Scottish woman.

Our founder recognised the need for a Scottish title that could match the digital savvy of London-based publications, which had either outpaced or replaced the existing Scottish ones.

Quine stands out in the Scottish media market with its fresh, engaging and relevant content that covers topics that matter to its audience.

## What we do

- We leverage our in-depth knowledge of the needs and preferences of the Scottish woman to create useful and relevant content.
- We collaborate with Scottish personalities, influencers, stylists and experts to deliver a relatable and authentic voice to our reader.
- We adopt a multi-platform strategy and harness the potential and innovation of digital publishing.

# Reach & readership

We deliver the latest lifestyle news and more, from fashion and beauty to health and wellness. We also feature the best of Scotland's brands, keeping our readers in the know. Our readers are smart, stylish, and savvy women who want to stay on top of the trends.

- 50% of our readers are between 20-35
- 45% are 36-54
- 5% are 55+
- Roughly 60% live in Edinburgh & Glasgow and the surrounding areas
- Roughly 80% reside in the central belt

## Numbers

- 12,000+ website visitors per month
- 1,000+ newsletter subscribers
- 4,000+ social media followers

# Web features

## Feature

- SEO-optimised in-depth write up of your business/product.
- Promoted across our social channels.
- Mention in our newsletter.

£295.00

## Shopping guide takeover

- Short overview of your business.
- A shopping list showcasing up to 10 products, with links directly to purchase the items on your website.
- Promoted across our social channels.
- Mention in our newsletter.

£295.00



## Campaign package

- Three online articles
- One Instagram and Facebook post per article
- One Instagram and Facebook story per article
- One bespoke newsletter dedicated to your campaign

FROM £800.00

Boost your brand awareness and loyalty with our bespoke campaign package.

We will collaborate with you to create a 3-part series to showcase your products or services in an engaging and relevant way.

Each article will be accompanied by a post and a story on our Instagram and Facebook pages, reaching thousands of potential customers.

Plus, you will get a dedicated newsletter that features your campaign and invites our subscribers to check out your website or social media.





## Reader event

- Bespoke reader's event to meet your needs
- Write-up on the event/promotion
- Promoted across our social channels
- Mention in our What's On calendar
- Guest-list generation
- Full social media takeover during the event
- Event gallery published post-event

FROM £1,000.00

We can drive footfall or fill the dancefloor with our bespoke reader event package.

We will assist you with the perfect event concept and handle the promotion and guest list.

You can engage with our community of lifestyle gurus and create a truly special occasion.

We offer styling sessions, panel discussions, and more.

# Overview

<b>Banner ad takeover</b> Need artwork?	<b>£250 (month)</b> + £45 design fee
<b>Instagram reel</b>	<b>From £295</b>
<b>Instagram post</b>	<b>£100</b>
<b>Instagram story</b>	<b>£65</b>
<b>Newsletter</b>	<b>£150</b>

<b>Advertorial</b>	<b>£295</b>
<b>Shopping guide takeover</b>	<b>£295</b>
<b>Inclusion in a guide</b>	<b>£90</b>
<b>Website competition</b>	<b>£200</b>
<b>Sponsored video</b>	<b>ENQUIRE</b>



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Quine

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