

The Skye Magazine

2018 *Early bird offer*

The Skye Magazine 2017 was another runaway success, with 19,000 being picked up (for free, of course!) by tourists *and* locals, in less than 5 months. And now that the summer season is, sadly, coming to a close, it's time for us to start planning for TSM 2018! (*Can you believe it? We can't!*)

Because of the high demand for TSM, yet again, we will need to increase the print-run for 2018, which means the 2018 advertising prices **must** increase to cover the cost. **The print run in 2016 was 14,000 – this year, it was 19,000 – for 2018 we expect to print at least 21,500.**

Today, you have the chance to get in early, book your advert now, and benefit from staying at the **lower** 2017 prices! And don't forget, The Skye Magazine is available online year-round at magazinehebrides.com, where new stories are also published. **The printed magazine itself appears in the first week of May 2018.** All you need to do is book and pay for your advert by Friday November 17th 2017 to enjoy this fantastic offer.

You just need to book and pay for the space, and we can worry about the details of the advert closer to the time!

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The Skye 2018 Early Bird Booking Sheet

Valid until Friday November 17th 2017

Please circle desired size of advert: Full page: £695; Half page: £395;
Quarter page: £275; Eighth page: £165; Large box: £75; Small box: £50
(+VAT @ 20pc)

Business Name:.....

Your name:

Contact number:

Address:

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*Please return this to: Intermedia Services (Stornoway) Ltd, Office 3, Clinton's Yard, Rigs Road, Stornoway, HS1 2RF. Or email: advertising@hebevents.com with the subject line: "Early Bird TSM 2018". All early bird adverts must be paid for by Friday November 17th, 2017, unless expressly agreed in advance in writing, or the offer will lapse. **All adverts are in full colour. VAT at 20 per cent is added to all prices.***