

capital

BAA Edinburgh 

Feature Content

Editorial/welcome

Updates

News/scene & heard

Updates and news from Edinburgh Airport

New routes and innovations.

See You!

Getting to and from Edinburgh Airport – taxi, bus, car.

Parking info.

Edinburgh: The Capital

BAA Edinburgh's management team.

Diary

Covering events for the quarter – cultural, sporting and more.

My Edinburgh

Subjects might include: Sean Connery, Gail Porter, Ewan McGregor. Affectionate tributes to Scotlands capital.

Travel & Food

Cuisine and destinations tied in to flights from Edinburgh.

48 hours

Each issue highlights a batch of destinations that can be flown to and enjoyed within a 48 hour time frame; mini city guides: Milan, Paris and so on.

Fashion

Mens and ladies fashion – aspirational, classy.

CD & Book Reviews

The latest titles reviewed with mini-features spun off key Releases.



8.5 million passengers and over 9 million 'meeters' and 'greeters'

To advertise call:

TONY HOLDER

Tel: 0161 909 0909

Email: tony@bigsparkpublishing.co.uk



The big spark

capital

BAA Edinburgh 

Feature Content

Celebrity/interview

Every issue, interviews with celebrities with a synergy to either Edinburgh or Scotland.

Health

Regular feature will explore yoga, reiki etc as well as simple exercises to help de-stress and enhance quality of life.

Business Talk

Issues of interest to business community: tax, inheritance, stock market.

Wines

For the connoisseur. Assessment of wines around the globe ie France, Australia and South Africa. Wine as an investment.

Motoring

Desirable and upmarket marques. We test drive the best.

Major Festivals in Edinburgh

Edinburgh Fringe, Edinburgh International Festival, Military Tattoo.

Homes & Property

New build and traditional homes in Edinburgh.

Local content

Overview of what's happening in Edinburgh and hinterland, Pitching Edinburgh as a tourist destination in its own right; listings of local events.

Competitions

Could be expected to include Cds, books as well as – perhaps – vouchers for holidays or holiday package(s).



112,564
aircraft
movements
per year
67 destinations
39 airlines

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Target

Targeted at ABC1 flyers and their 'meeters' and 'greeters' of which 50% are of AB demographic. Edinburgh Airport is their preferred choice of airport connecting with the rest of the world for both business and pleasure travel.

Available from strategically sighted and 'flagged' dispensers throughout the Edinburgh concourse, hotels throughout Scotland, TICs, destination airport information desks, mailed to regular flyers and presented hand-to-hand in Landside passenger meeting points.

Capital Magazine will give you, the advertiser, immediate access to a readership with 'time on their hands' and are receptive to your message.

- | | | |
|-----------------------|-----------------|-------------|
| Alghero | Exeter | Mahon |
| Alicante | Faro | Malaga |
| Amsterdam | Frankfurt | Manchester |
| Arrecife | Galway | Milan |
| Barcelona | Geneva | Moscow |
| Belfast City | Hamburg | New York |
| Belfast International | Ibiza | Nice |
| Billund | Innsbruck | Norwich |
| Birmingham | Inverness | Palma |
| Bodrum | Jersey | Paris |
| Bologna | Kirkwall | Prague |
| Bourgas | Larnaca | Rome |
| Brescia | Las Palmas | Shetland |
| Bristol | Leeds Bradford | Southampton |
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| Chambery | London City | Tenerife |
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| Copenhagen | London | Varna |
| Cork | Heathrow | Warsaw |
| Dalaman | London Luton | Wick |
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23,000
passengers
everyday
AB 50%
C1 34%
1,200 flights
to London
every week

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The big spark

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BAA Edinburgh 

Target Market

Over 8.4 million passengers fly out of Edinburgh Airport every year
3.5+ million business passengers
6.3+ million Domestic passengers
2.1+ million International passengers
90% Scheduled passengers
10% Charter passengers
200 flights to London a day
23,000 passengers on average a day

Key Facts

Edinburgh Airport currently handles over 8 million passengers a year. Ten years ago Edinburgh handled 2.7 million.

Edinburgh is BAA Scotland's fastest-growing airport, with a worldwide reputation and worldwide connections.

Operates 24 hours a day, 365 days a year.

BAA Scotland plans to invest £200 million over the next ten years at Edinburgh Airport.

The airport serves 39 airlines flying to more than 60 destinations worldwide.

Edinburgh Airport contributes over £290 million a year to the Scottish economy and supports over 9,500 direct and in-direct jobs.

Distribution

High profile dispensers within the concourse both Landside and Airside, strategically sited in passenger waiting areas. Hand-to-hand on busy days Landside.

Destination airport's Information Desks including all BAA group airports.

Domestic Arrivals Gate 3, Gate 8 and Gate 1 South Pier.



64 check
in desks
6,084
car park
spaces

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Advertising

Rate: Display run of magazine

Cover positions:	£1,950
DPS:	£2,250
Full page:	£1,250
Half page:	£750
Quarter page:	£450

VAT at 17.5% will apply

Series Discounts:

- X2 Insertions less 10%
- X3 Insertions less 12.5%
- X4 Insertions less 15%
- Capital and Gateway both titles less 10%

Special positions:	+15%
Bleed	+10%

Agency	10%
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Data: Display run of magazine

depth x width	
Full page bleed size:	307mm x 220mm
Full page trim size:	297mm x 210mm
Full page type area:	275mm x 190mm
Half page horizontal:	135mm x 190mm
Half page vertical:	275mm x 93mm
Quarter page:	135mm x 93mm

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	Copy deadline	Publishing deadline
Spring	April 6	April 24
Summer	July 6	July 24
Autumn	October 5	October 23
Winter 2010	January 11	January 29

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Advertisement copy:

Due to large amounts of unusable advertising artwork, we can only accept Acrobat pdfs that have been produced using the Pass4press distiller settings.

These can be downloaded from:

<http://www.pass4press.com/cgi-bin/wms.pl/900>

Please note: we do not require crop marks on the artwork, nor can we accept advertisements produced in Microsoft Publisher.

Please address any production queries to:

Ken Woods 0161 909 0909

Email: ken@bigsparkpublishing.co.uk