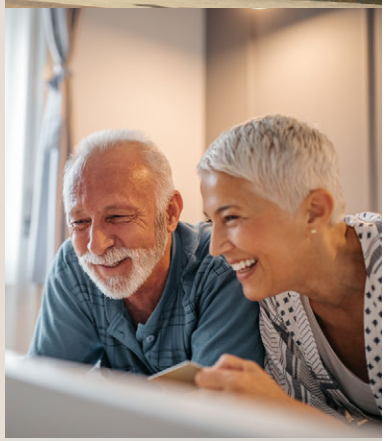
THE UK'S BEST RETIREMENT LIFESTYLE MAGAZINE

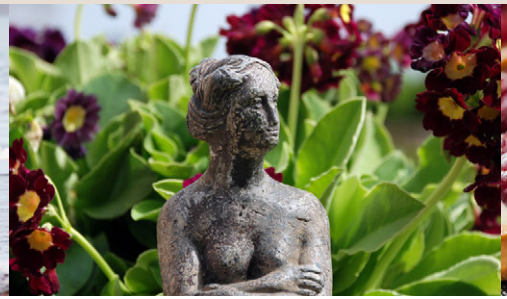
PRIME

MIDLANDS

MEDIA PACK 2021

WWW.PRIME-MAGAZINE.CO.UK





INTRODUCTION

People in the UK are living longer – and not only are people living longer, they are healthier and more active than any generation before them.
Today's retirees and soon-to-be retired have serious spending power.
This disposable income, along with advances in healthcare and technology, mean that the 60+ population is enjoying long, fulfilling lives – and the numbers are growing – almost as fast as their income.
Today's over 60s are relaxed about spending their money on recreation, culture, food and household goods - and they continue to be the biggest and most enthusiastic consumers of print media.*

*Information collated from a Newsquest readership survey across nine titles in July 2015

CONTENT

Although, over 60s are active online, they are still heavy consumers of print media and tv, so online only channels may not be the best way to engage them.

Enders Analysis, 2016

Editorial content includes

- A celebrity interview
- Travel - fabulous UK and worldwide locations to visit and enjoy
- Culture - a look back or a look forward
- Finance - you and your money
- Food & Drink reviews
- Homes and interiors - inspiring ideas
- Gardening - seasonal tips and trends
- Wellness products, exercise and living well for longer
- Health - advances in health and technology
- Cars and motoring
- Puzzles, horoscopes and competitions

OUR READERSHIP

We are taking Prime out to a specifically targeted readership who we know will respond to the content and advertising. Using a carefully devised and well executed distribution strategy, we will ensure this publication has the eye of our target readership.
These readers fall under the following categories:

EMPTY-NEST ADVENTURES

Empty-Nest Adventures are mature, married couples, aged 56 and over, living in very comfortable detached homes. Their children have now left home, giving these parents the opportunity to fully enjoy their empty-nest status.

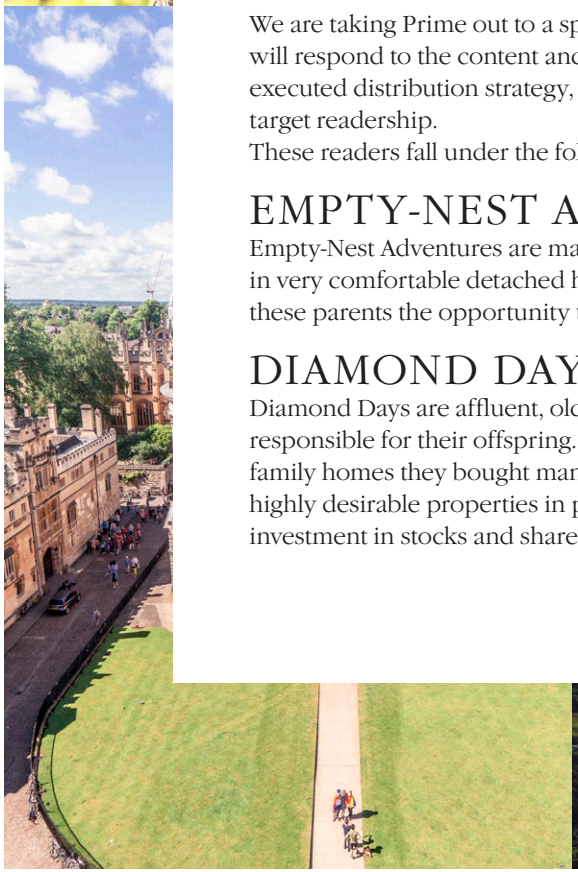
DIAMOND DAYS

Diamond Days are affluent, older retired couples, no longer financially responsible for their offspring. They have yet to downsize from the substantial family homes they bought many years ago. In addition to owning what are now highly desirable properties in prime locations, successful careers and careful investment in stocks and shares have made them financially secure.

OVERALL, OUR READERSHIP IS:

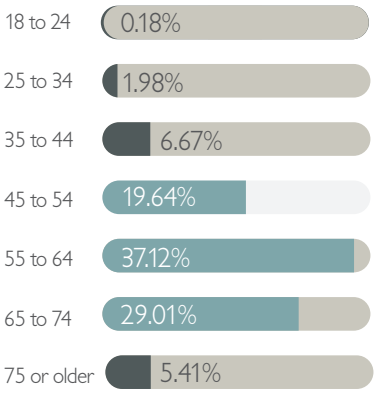
- Twice as likely (as average) to be married
- Between 2 and 4 times as likely to be A/B Social grade
- 3 times as likely to be retired
- 4 times as likely to own a house with 4 or more bedrooms
- 8 times as likely to own a house with 5 or more bedrooms
- 3 times as likely to live in a “named building”
- Twice as likely to have a household income over £70k
- 12 times as likely to live in a house worth more than £750k
- 15 times as likely to be in the wealthiest 4% of households
- Twice as likely to be degree-level educated or higher
- Twice as likely to have taken multiple overseas holidays in the past 12 months
- 3 times as likely to spend more than £2,500/year on holidays
- Overwhelmingly prefer being contacted by post or by phone rather than online, and when asked about Facebook usage, are half as likely to use Facebook on a daily or weekly basis than the UK average
- Likely to shop at Waitrose & M&S
- Preferred national media titles are The Times and The Daily Telegraph
- Half of readers have an interest in UK travel articles
- More than 50% enjoy reading features about homes and gardens as well as health and lifestyle content

SOURCE: Online Survey October 2017

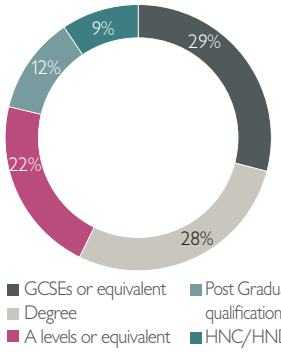


AUDIENCE PROFILE

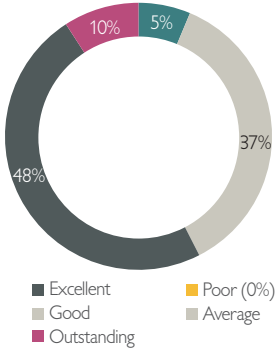
AGE



EDUCATION

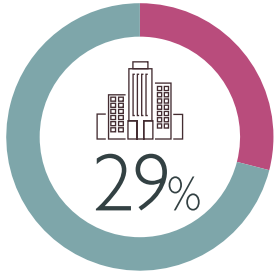


MAGAZINE RATE

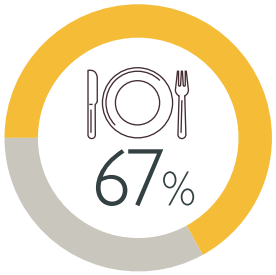


SOURCE: Prime online readership survey October 2017

of readers love Prime so much they never miss a copy

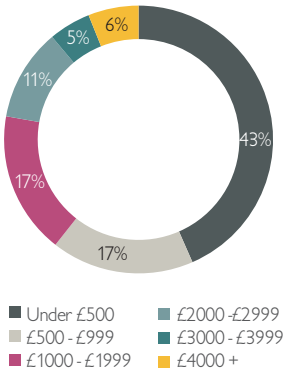


of readers would choose a city break

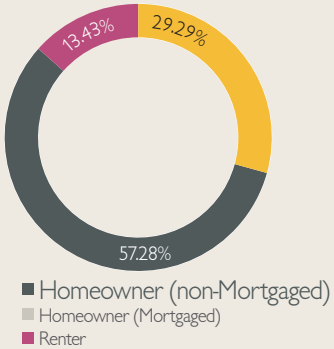


2 thirds of readers eat out at least once at month

HOLIDAY



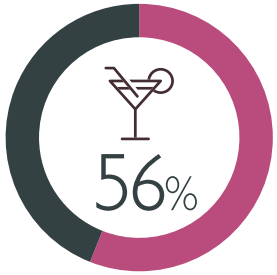
HOME OWNERSHIP



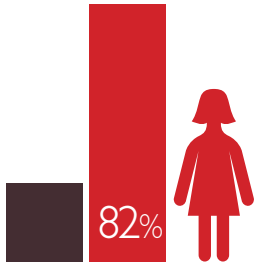
If you are a homeowner, how many properties do you own?

- 5 2%
- 4 5%
- 3 21%
- 2 12%
- 1 60%

The average owned home in the UK is £226k



of readers go on holiday at least twice a year (19% holiday more than 4 times a year)



of readers are women

SOURCE: Prime online readership survey Q1 2018

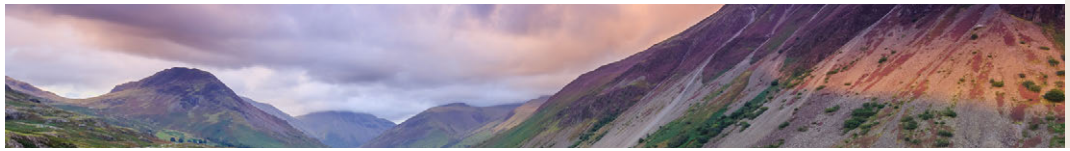
DISTRIBUTION

Through extensive market evaluation we have identified well defined postcode sectors across the UK that match the readership profile. Copies are distributed through matching the readership profile through our well established delivery network and a series of carefully selected pick up points.

PICK UP POINTS VARY AND RANGE FROM GOLF CLUBS TO GASTRO PUBS. TARGETED AT THE 60+ MARKET, WHO SPEND THEIR FREE TIME ON LEISURE ACTIVITIES.

TOTAL NUMBER OF COPIES DISTRIBUTED: 10,000 PRIME WITH A READERSHIP OF 30,000. WE WILL PUBLISH 4 EDITIONS IN 2021 ON A QUARTERLEY PUBLISHING SCHEDULE.

Publisher's statement readership is calculated, on a conservative, 3 RPC on average across our portfolio



"I would like to start by saying that during reading this magazine I was thinking what useful information it contained, I found lots of interesting snippets from:- easy delicious recipes, future ideas on short holiday breaks, best places to eat and drink and stay, cultural events, public events, fitness Gym classes, art classes, the beautiful original Morgan car celebrating its manufacture, the stunning photo of the Osprey, senior living, financial advice etc, etc, all the advertisements gave me something to think about with lots of useful advice."

Sincerely Mrs G Wren.
(Reader Email)

RATE CARD

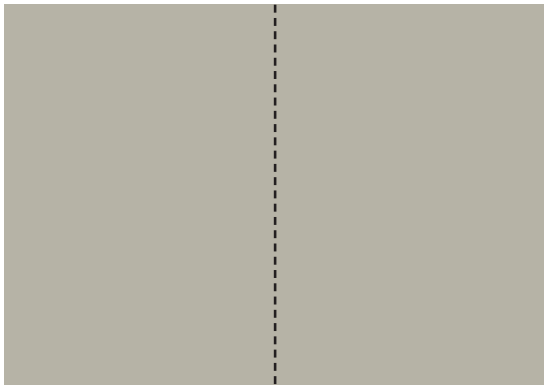
SIZE	POSITION	DIGITAL PRODUCT	1 INSERT	2 INSERTS	4 INSERTS
Quarter page 2 col	ROP	3k multi format magazine creative	£148.00	£133.20	£118.40
Half page landscape	ROP	5k multi format magazine creative	£250.00	£225.00	£200.00
Half page portrait	ROP	5k multi format magazine creative	£250.00	£225.00	£200.00
Full page	ROP	8k multi format magazine creative + 12k FB	£476.00	£434.40	£392.80
Full page	Premium Position	10k multi format magazine creative + 12k FB	£550.00	£501.00	£452.00
Full page	Inside back	10k multi format magazine creative + 12k FB	£640.00	£58400	£528.00
Full page	Outside back	12k multi format magazine creative + 12k FB	£760.00	£694.00	£628.00
Double page spread	ROP	15k multi format magazine creative + 12k FB	£840.00	£766.00	£692.00

TARGETING FOR YOUR DIGITAL CREATIVE WILL BE BASED ON:

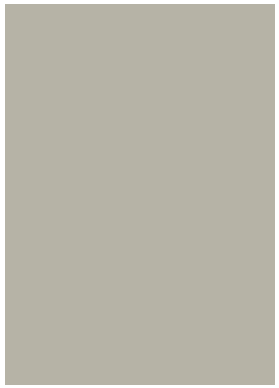
- Geography (area of publication)
- Age 55 plus
- Affluent/high income (based on either likely income or assets)
- Mixed standard creatives
- Served on a Newsquest site relevant to your area

PRINT AD SPECIFICATIONS & DEADLINES

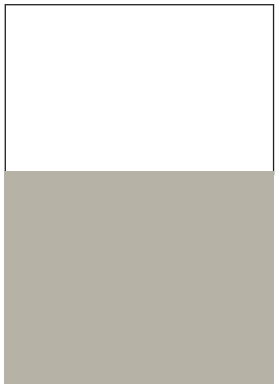
MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



DPS WITH BLEED
303mm Height
x 426mm width



FULL PAGE
WITH BLEED
303mm Height
x 216 Width



HALF PAGE
LANDSCAPE
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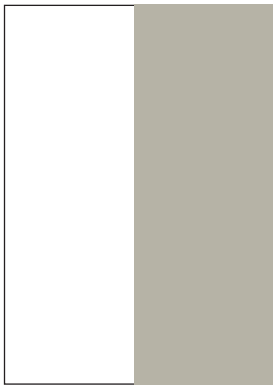
x 180mm Width



HALF PAGE
VERTICAL
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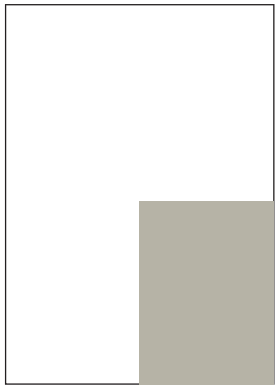

QUARTER PAGE
131mm Height
x 88mm Width

SUPPLYING ARTWORK

Advertisers wishing to provide their own material should supply it on email to your representative. Files should be supplied as either EPS or Hi-Res CMYK PDF.
Bleed advertisements must be designed inclusive of 3mm bleed, fonts must be embedded or converted to outlines. All images incorporated within the advert should be high resolution: 300 dpi. The publisher reserves the right to reject materials supplied for advertising if the quality or content is not satisfactory.

EDITION	AD BOOKING	PUBLISHING DATE
Spring	01/03/2021	31/03/2021
Summer	30/04/2021	31/05/2021
Autumn	27/08/2021	30/09/2021
Winter	01/11/2021	30/11/2021

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TO ADVERTISE PLEASE CONTACT

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