



THE UK'S BEST RETIREMENT LIFESTYLE MAGAZINE

PRIME

WILTSHIRE

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:

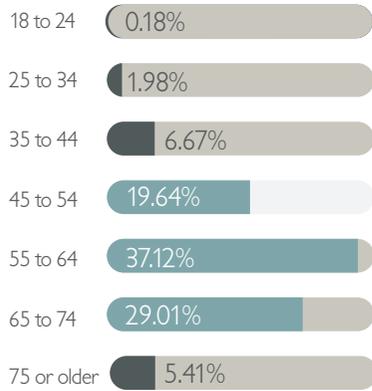
- Twice as likely (as average) to be married
- Between 2 and 4 times as likely to be A/B Social grade
- 3 times as likely to be retired
- 4 times as likely to own a house with 4 or more bedrooms
- 8 times as likely to own a house with 5 or more bedrooms
- 3 times as likely to live in a “named building”
- 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

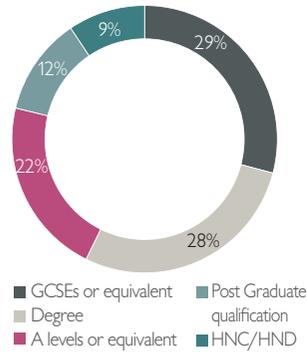


AUDIENCE PROFILE

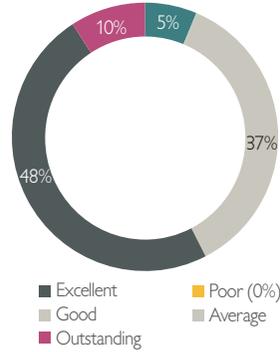
AGE



EDUCATION

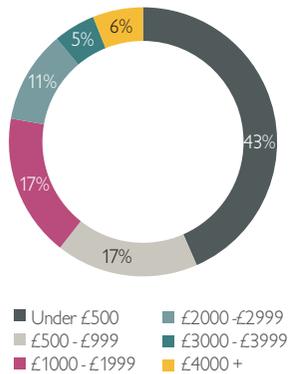


MAGAZINE RATE

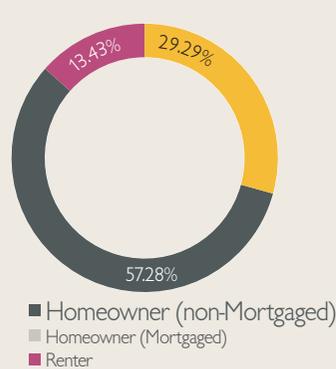


SOURCE: Prime online readership survey October 2017

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

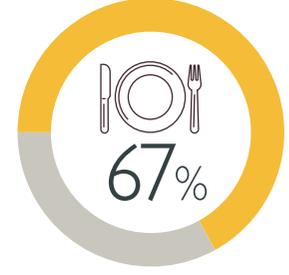
SOURCE: Prime online readership survey Q1 2018



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



of readers choose fine dining or Michelin - star restaurants



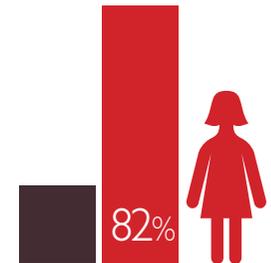
62% of readers turn to the travel section



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



Gardening is our reader's most popular hobby



of readers are women



DISTRIBUTION

Through extensive market evaluation we have identified well defined postcode sectors across the UK that match the readership profile. Copies are distributed as free picks ups via supermarkets that serve areas that match the readership profile.

TOTAL NUMBER OF COPIES DISTRIBUTED:
6,000 PRIME WITH A READERSHIP OF 18,000.
WE WILL PUBLISH 4 EDITIONS IN 2020 ON
QUARTERLY 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

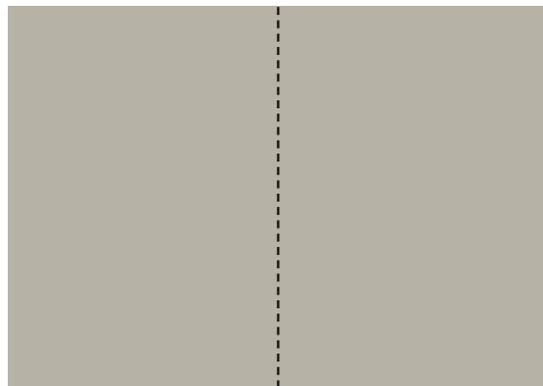
| SIZE | POSITION | DIGITAL PRODUCT | 1 INSERT | 2 INSERTS | 4 INSERTS |
|--------------------------|---|---|----------|-----------|-----------|
| Quarter page 2 col | ROP | 3k multi format magazine creative | £133.20 | £118.40 | £103.60 |
| Half page landscape | ROP | 5k multi format magazine creative | £225.00 | £200.00 | £175.00 |
| Half page portrait 2 col | ROP | 5k multi format magazine creative | £225.00 | £200.00 | £175.00 |
| Full page bleed | ROP or inside front | 8k multi format magazine creative + 12k FB | £434.40 | £392.80 | £351.20 |
| Full page bleed | Opposite contents/lead Prime | 10k multi format magazine creative + 12k FB | £501.00 | £452.00 | £403.00 |
| Full page bleed | Inside back | 10k multi format magazine creative + 12k FB | £584.00 | £528.00 | £472.00 |
| Full page bleed | Back page solus | 12k multi format magazine creative + 12k FB | £694.00 | £628.00 | £562.00 |
| Double page spread bleed | ROP | 15k multi format magazine creative + 12k FB | £766.00 | £692.00 | £618.00 |
| Double page spread bleed | Front DPS | 20k multi format magazine creative + 12k FB | £919.20 | £830.40 | £741.60 |
| Full page bleed | Insert back/insert front rate page 2 pages rate per page | 10k multi format magazine creative + 12k FB | £541.50 | £488.00 | £434.50 |
| Full page bleed | Coverfold front flap/inside flap/inside front rate per page | 10k multi format magazine creative + 12k FB | £519.00 | £468.00 | £417.00 |

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



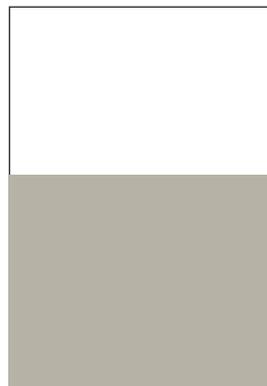
DPS WITH BLEED

303mm Height
x 426mm width



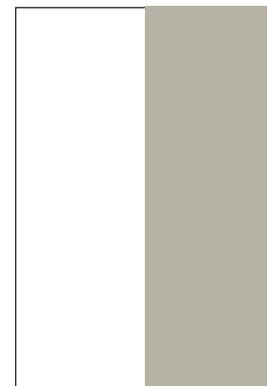
FULL PAGE
WITH BLEED

303mm Height
x 216 Width



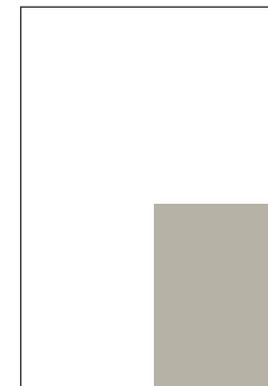
HALF PAGE
LANDSCAPE

133mm Height
x 180mm Width



HALF PAGE
VERTICAL

266mm Height
x 88mm Width



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 |
|-----------|------------|-----------------|
| April/May | 01/03/2021 | 23/03/2021 |
| June/July | 30/04/2021 | 25/05/2021 |
| Aug/Sept | 05/07/2021 | 27/07/2021 |
| Christmas | 01/11/2021 | 23/11/2021 |



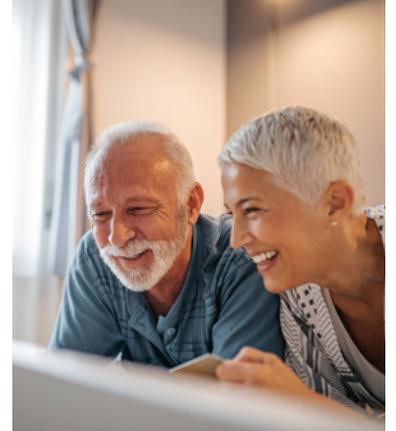
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TO ADVERTISE PLEASE CONTACT

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