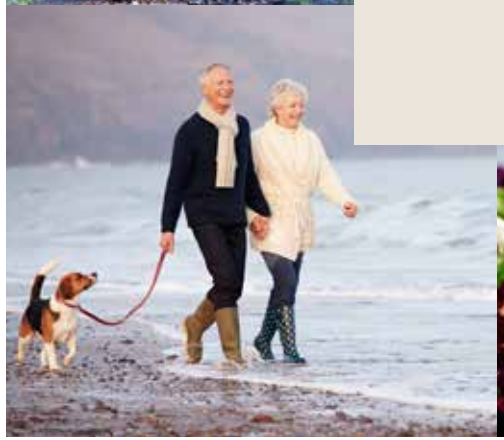
THE UK'S BEST RETIREMENT LIFESTYLE MAGAZINE

PRIME

SOMERSET

MEDIA PACK 2019

PRIME-MAGAZINE.CO.UK



INTRODUCTION

'Free time and health, combined with relative financial comfort and a greater readiness for self-indulgence, are creating a market eager to consume and explore.'

The Economist

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

THE MAGAZINE

Aimed at the 60+ AB1 market, we have carefully curated PRIME'S content to be target specific and current, ensuring PRIME remains a coffee-table staple until the next edition.

Prime is a market-specific publication aimed at people aged 60+.
Using targeted distribution, Prime has the content and design of a nationally-published title but with localised advertising.
The strategy behind the publication of Prime is based on the identified 60+ and recently retired market. Each edition features interviews alongside health, travel, lifestyle and culture features.

"Over a quarter of the uk population is over 60, and this cohort is projected to keep growing by 40% in the next 15 years. they account for substantial wealth, assets and expenditure and their wealth and expenditure is astonishing"

Source: Enders Analysis, 2016

"Our target audience devote 2.87 Hours per week to reading newspapers and magazines."

marketwired

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.

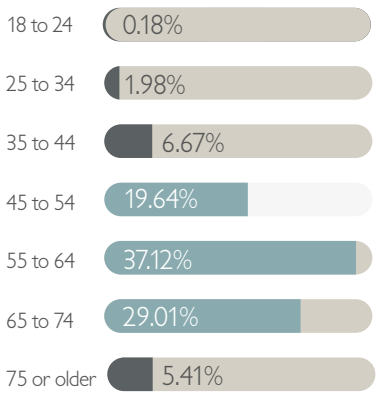
OVERALL, OUR READERSHIP IS:

- 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

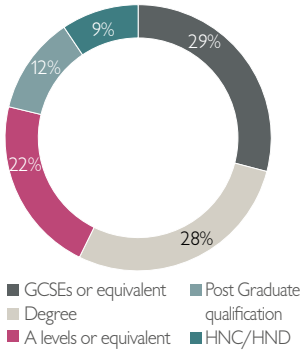
SOURCE: Online Survey October 2017

AUDIENCE PROFILE

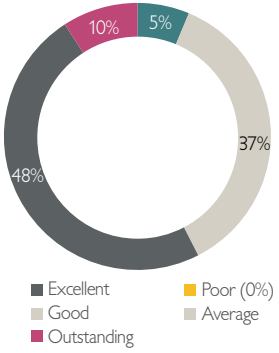
AGE



EDUCATION

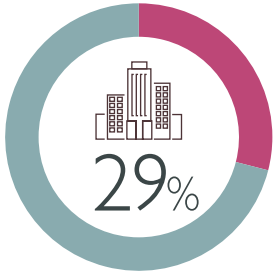


MAGAZINE RATE

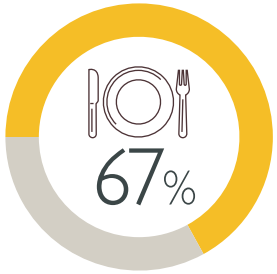


SOURCE: Prime online readership survey October 2017

of readers love Prime so much they never miss a copy

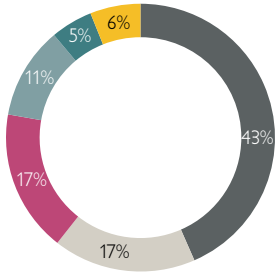


of readers would choose a city break

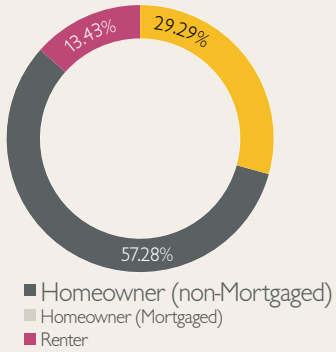


2 thirds of readers eat out at least once at month

HOLIDAY



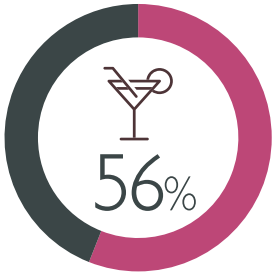
HOME OWNERSHIP



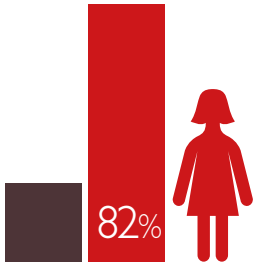
If you are a homeowner, how many properties do you own?

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

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

CONTENT

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

DISTRIBUTION

Through extensive market evaluation we have identified well defined postcode sectors across the UK that match the readership profile.
Copies are distributed through a combination of home delivery to households 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: 5,000 PRIME WITH A READERSHIP OF 15,000. WE WILL PUBLISH 6 EDITIONS IN 2019 ON A BI-MONTHLY 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)

RATES

All full page or double page advertisements are to be bleed. Advertisers wishing to supply their own material should supply it on CD, DVD, email or via a file transfer link to your representative. Files should be supplied as either Jpeg or a high resolution PDF. All files supplied should be 300dpi. If sending artwork for a bleed advertisement, please ensure that there is no essential information or logos within 10mm of the entire document edge. Failure to do so may result in us needing artwork to be resupplied. The publisher reserves the right to reject materials supplied for advertising if the quality or content is unsatisfactory.

PAGE SIZES

Quarter Page	£85+ VAT
Half Page	£140 + VAT
Full page	£250 + VAT
Double Page Spread	£475 + VAT
Opposite "Contents"	£285 + VAT
Opposite Lead Story	£285 + VAT
Inside Back	£330 + VAT
Outside Back Page	£410 + VAT
Front DPS	£575 + VAT
Insert **one only**	£875 + VAT
Coverfold * *one only**	£910 + VAT

A 10% discount will be applied for an order of 3-5 inserti.ons, and a 20% discount applied for an order of 6+ insertions

INVOICE SUMMARY

YEAR	MONTH	DATE
2018	December	04-Dec
2019	February	30-Jan
2019	April	27-Mar
2019	June	29-May
2019	August	31-Jul
2019	October	25-Sep
2019	December	27-Nov
2020	February	30-Jan

Distribution takes place over a 7 to 10 days working window

DEADLINES

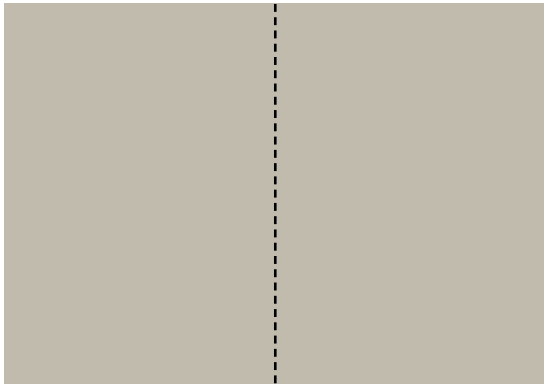
EDITION	SALES DEADLINE	FINAL COPY COMPLETE	PUBLISHING DATE
June	3-May	8-May	29-May
August	8-July	10-July	31-Jul
October	2-Sept	4-Sept	25-Sep
December	4-Nov	6-Nov	27-Nov
February	21-Dec	14-Jan	30-Jan

"The marketing industry is focused on facebook and google, but older consumers are more receptive to messages across traditional media, which they continue to consume"

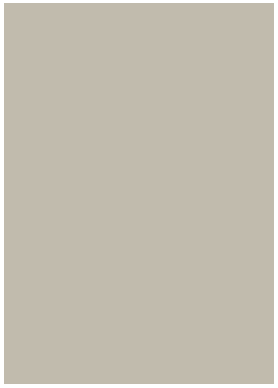
Source: Enders Analysis, 2016

PRINT AD SPECIFICATIONS

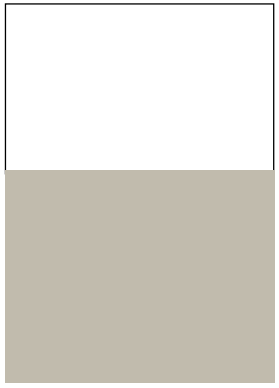
MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



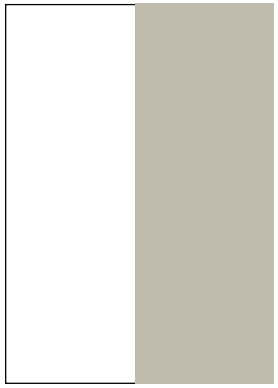
DPS WITH BLEED
303mm Height
x 426mm width



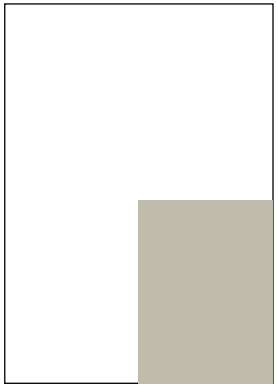
FULL PAGE
WITH BLEED
303mm Height
x 216mm Width



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.

PRIME DIGITAL

ADD DIGITAL TO YOUR CAMPAIGN STRATEGY

Increase your audience reach by adding digital to your campaign. Multimedia campaigns have long been considered the best way of reaching the maximum number of people and with more older people than ever browsing the internet, it is important to include digital in your advertising plan.

TARGETING FOR YOUR DIGITAL ADD-ON 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

The table below suggests spend for adding digital on to your print package. This is based on the cost of your print advertisement.

PRINT COST	DIGITAL ADD-ON COST	IMPRESSIONS
£0 - 99	£36	3,000
£100 – 169	£60	5,000
£170 – 249	£77	7,000
£250 – 299	£110	10,000
£300 – 399	£120	12,000
£400 – 499	£150	15,000
£500 – 699	£180	20,000
£700 – 799	£225	25,000
£800 – 999	£240	30,000
£1000+	£400	50,000

"Social connectedness and experiences are highly valued by older consumers. Online advertising can help create connections and craft experiences; anD advertisers can tap into these preferences to engage older users personally and effectively."

Source: Enders Analysis, 2016

PRIME

THE UK'S BEST RETIREMENT LIFESTYLE MAGAZINE

TO ADVERTISE PLEASE CONTACT

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PRIME-MAGAZINE.CO.UK