



THE UK'S BEST RETIREMENT LIFESTYLE MAGAZINE

# PRIME

WILTSHIRE

MEDIA PACK 2020

[PRIME-MAGAZINE.CO.UK](http://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:

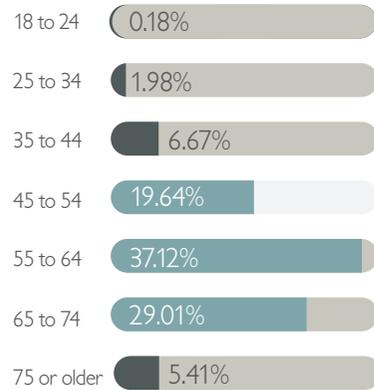
- Twice as likely (as average) to be married
- Between 2 and 4 times as likely to be A/B Social grade
- 3 times as likely to be retired
- 4 times as likely to own a house with 4 or more bedrooms
- 8 times as likely to own a house with 5 or more bedrooms
- 3 times as likely to live in a “named building”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

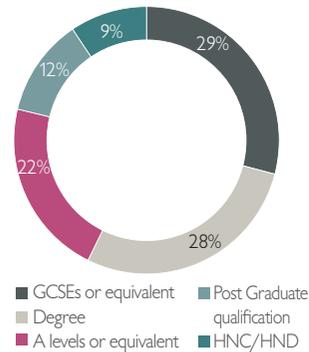


# AUDIENCE PROFILE

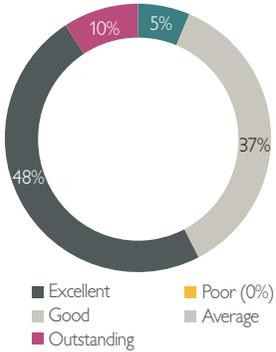
## AGE



## EDUCATION

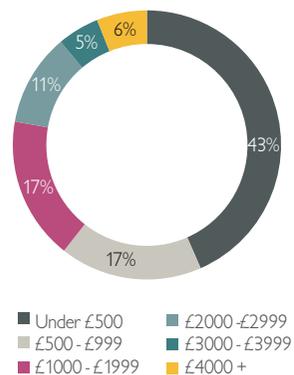


## MAGAZINE RATE

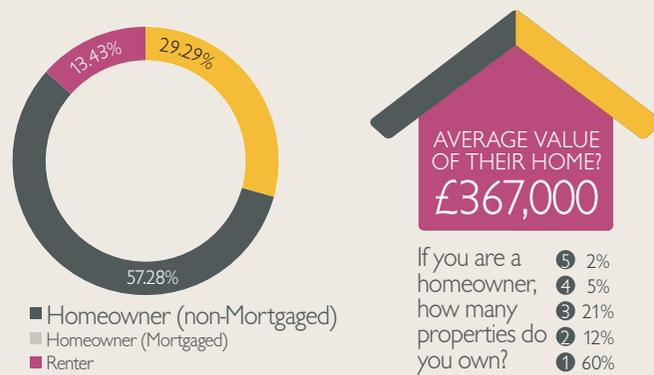


SOURCE: Prime online readership survey October 2017

## HOLIDAY

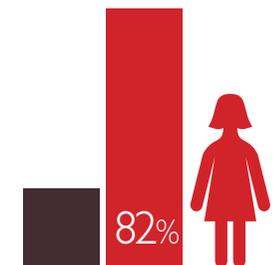
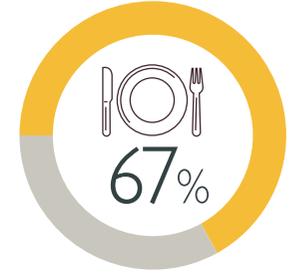


## HOME OWNERSHIP



The average owned home in the UK is £226k

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

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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:  
8,000 PRIME WITH A READERSHIP OF 24,000.  
WE WILL PUBLISH 6 EDITIONS IN 2020 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)**

# EDITORIAL CALENDAR 2020

<b>FEBRUARY/MARCH 2020</b>	<b>APRIL/MAY 2020</b>	<b>JUNE/JULY 2020</b>
<p><b>THE WELLNESS ISSUE</b> Ageing well or anti-ageing? Prime's wellness special – from spas to tweakments to soul food and idyllic eco-living in the most natural of locations. Plus events from around the UK including: Birmingham will host The Great British Beer, The Dark Skies Festival will take place in Yorkshire and the FT will host the Oxford Literary Festival.</p>	<p><b>RETIREMENT SPECIAL</b> At Prime we believe that life is for living. In our retirement special we will find out about some of the UK's most luxurious retirement villages and the best places to live in the UK for a busy retirement. Plus we'll celebrate Wordsworth's 250th birthday and review the Treasures of the Golden Pharaoh exhibition at the Saatchi Gallery in London.</p>	<p><b>THE ACTIVE ISSUE</b> Prime's guide to the UK's top 25 golf courses and places to stay nearby. Plus we will be celebrating 125 years of the National Trust with a round up of our favourite historic properties, gardens and landscapes and look at how you can become involved as a volunteer. Plus a round-up of UK sporting events, including Formula 1, Wimbledon, Goodwood and Henley Royal Regatta</p>
<b>AUGUST/SEPTEMBER 2020</b>	<b>OCTOBER/NOVEMBER 2020</b>	<b>DECEMBER/JANUARY 2021</b>
<p><b>THE ROAD TRIP</b> Celebrating Scottish Year of the Coast. One of the best ways to discover Scotland's stunning scenery, rich heritage and culture is to get behind the wheel and set off on a scenic self-drive tour. After a 12-year absence the British Motor Show will return to Hampshire. Prime will take a look at past, present and future of motoring with an essential guide to the show. Plus the Good Pub Guide, Prime's pick of the top UK pubs.</p>	<p><b>THE HAPPY ISSUE</b> Life and love, families and friends, pets and experiences. Food to share, the best group adventure holidays, 20 top dog-friendly holiday destinations in the countryside, on the coast and in the cities, and expert opinion on how to live your happiest life. UK events include British Film Institute Festival, Cardiff's Artes Mundi £40k art prize, Melton Mowbray Food Festival, Cheltenham Literature Festival and more.</p>	<p><b>THE CHRISTMAS ISSUE</b> Christmas and New Year around the UK – get involved or get away from it all. Discover the top 10 winter sunshine destinations to escape the cold. Also, our guide to the UK's best Christmas markets. Plus, following the release of the new Michelin Guide, Prime's around-up of this year's finest places to eat.</p>

# 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	£110+ VAT
Half Page	£180 + VAT
Full page	£330 + VAT
Double Page Spread	£625 + VAT
Opposite "Contents"	£385 + VAT
Opposite Lead Story	£385 + VAT
Inside Back	£430 + VAT
Outside Back Page	£545 + VAT
Front DPS	£750 + VAT
Insert **one only**	£935 + VAT
Coverfold * *one only**	£1,050 + VAT

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

## INVOICE SUMMARY

YEAR	MONTH	DATE
2020	January	29-Jan
2020	March	25-Mar
2020	May	27-May
2020	July	29-Jul
2020	September	23-Sept
2020	November	25-Nov

Distribution takes place over a 7 to 10 days working window

# DEADLINES

EDITION	SALES DEADLINE	FINAL COPY COMPLETE	PUBLISHING DATE
Feb/March	21-December	08-January	29-January
April/May	02 -March	04-March	25-March
June /July	30-April	04-May	27-May
Aug/Sept	06 - July	08-July	29-July
Oct/Nov	28-August	02-September	23-September
Dec/Nov	02-November	04-November	25-November

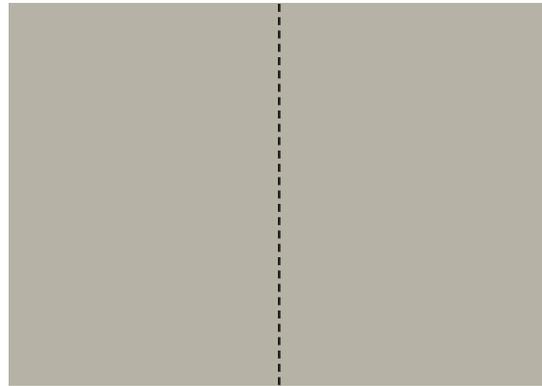
*"The marketing industry is focused on facebook and google, but older consumers are more receptive to messages across traditional media, which they continue to consume"*

**Source: Enders Analysis, 2016**

# PRINT AD SPECIFICATIONS

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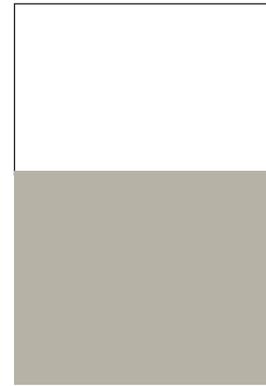
MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



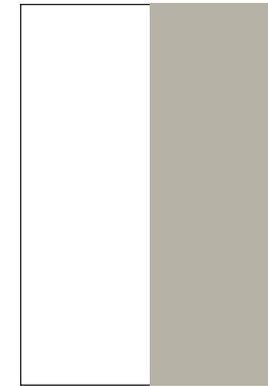
**DPS WITH BLEED**  
303mm Height  
x 426mm width



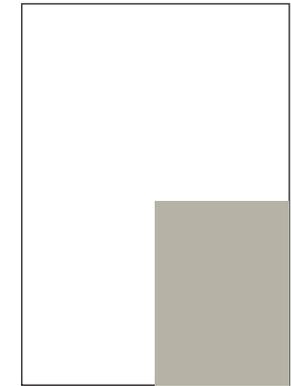
**FULL PAGE WITH BLEED**  
303mm Height  
x 216 Width



**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.



# 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

*“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**

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



# PRIME

THE UK'S BEST RETIREMENT LIFESTYLE MAGAZINE

TO ADVERTISE PLEASE CONTACT

**LEAHANNE REYNOLDS**

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[WWW.PRIME-MAGAZINE.CO.UK](http://WWW.PRIME-MAGAZINE.CO.UK)

