

Reader's digest

UKLPS

Inserts media programme

Profile

Inserts type	Subscriber Mailing
Gender	54% female
Age	Average Age 58
Multi Buyers	N/A
Demographic	A, B, C1
Customers	100% Mail in home



Details

Available Slots	5
Max Size	A5
Max Weight	16g
CPT A5 10gms	£45 per 1,000
Terms	Will not carry more than 8pp



Month	Volume	Delivery	Start Date
January	60,000	13/01/2017	24/01/2017
February	60,000	10/02/2017	21/02/2017
March	60,000	10/03/2017	21/03/2017
April	60,000	07/04/2017	25/04/2017
May	60,000	12/05/2017	23/05/2017
June	60,000	15/06/2017	25/06/2017
July	60,000	14/07/2017	25/07/2017
August	60,000	11/08/2017	22/08/2017
September	60,000	08/09/2017	26/09/2017
October	60,000	06/10/2017	24/10/2017
November	60,000	10/11/2017	21/11/2017
December	60,000	08/12/2017	19/12/2017

Insertion dates and volumes are subject to change. Please check with the inserts team for placing options.

Background

The largest circulating magazine in the world. Circulation 186,802, readership 840,000. One of the UK's favourite subscriber magazines.

51% of customers own their home outright and 49% have a mortgage or are renting. Customers collectively spent £850m on holidays in 2015 and collectively gave £690k to Charities in 2015. Also, 55% own a pet.

Works well for: Financial offers, travel, charities, health, mail order, insurance and mobility.

Website: www.readersdigest.co.uk

@ mediasales@uklps.co.uk

+44 (0)1622 727231

Frith Barn, Dean Street, East Farleigh, Maidstone, Kent ME15 0PR

