

IPC Media Sport & Men's Lifestyle Magazine Subscribers

Publishing



Total File Size: **99,000**

Cost Per '000: **£120**

25,000
Active
Subscribers

BACKGROUND

This masterfile contains the individuals who subscribe to one of IPC Media's well-established sport or men's lifestyle magazines, which target both younger and older males.

Titles aimed at men aged 25-40 years include Loaded and Nuts which tend to target the BC1D1 market, while Uncut, Rugby World and Mountain Bike Rider tend to target a more affluent ABC1 audience. As well as the chosen subject of the magazine, these readers spend money on fashion, music and gadgets.

There are also titles aimed at males, aged 40-50 years which include Golf Monthly, Angler's Mail, Cycle Sport and Cycling Weekly. These readers tend to be affluent, with disposable income so are able to enjoy their hobbies as well as the finer things in life. Names are sourced via DM, inserts, online offers and also in-magazine subscriber offers from newsstand purchases. As well as subscribers, the list also contains lapsed subscribers and reader offer buyers from promotions within the magazines.

PROFILE

- Males
- Aged 25-40 years

- Full profile available on request

FILE BREAKDOWN

Actives	25,000
0-12 month names	45,500
13+ month names	53,500
Telephone numbers	39,500

TITLES ON THIS FILE:

Titles on this file:	NME
Anglers Mail	Nuts
Cycle Sport	Rugby World
Cycling Weekly	TV & Satellite Week
Golf Monthly	Uncut
Loaded	Mountain Bike Rider

SOURCE

- Direct mail
- Internet
- Off-the-page advertising
- Retail Distribution
- Inserts

SELECTIONS AVAILABLE & RATES

Telephone Numbers	£55 per '000
Mosaic	£10 per '000
Geography	£10 per '000
Multibuyers	£10 per '000
Gender	£10 per '000
Individual Title	£10 per '000
Payment Method	£10 per '000
Nth/Flagging	No charge

Information updated monthly

For the latest counts, check out our website at: www.medialabgroup.co.uk

Or telephone **+44 (0)20 7534 1760**

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EXAMPLES



PRODUCTION/ DELIVERY AND RENTAL RATES

Active Subscribers	£120
Reader Offer Buyers	£110
Lapsed Subscribers	£100
Web Registrants	£100
Competition Entrants	£100
Delivery	£60

RESTRICTIONS

- Sample mail piece submitted for approval
- Minimum order 5,000
- One-time usage only
- List rental agreement must be signed by mailer
- First time rental must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request

List Planner Commission to DMA Members up to 20%

USEFUL INFORMATION

- Check out the website at www.ipcmedia.com
- This file is updated on a weekly basis
- This file has been seeded
- This file has been MPS cleaned

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