

Moneywise Magazine

Insert Programme

Finance & Publishing

Moneywise
your money, your life

Annual Insert Volume: 420,000

Cost Per '000: £55

MAGAZINE

*Reduced Rate Available For
Media & Print Package*

PROFILE

- 62% male, 38% female
- 65% are aged 35-55
- Average income £45,000+
- 91% are home owners, 78% own cars
- Save regularly with banks and building societies
- Read broadsheet newspapers
- Interests include eating out, worldwide travel, home computing, gourmet food and current affairs
- Full profile information available on request

SOURCE

- Off-the-page advertising
- Direct mail
- Inserts

BACKGROUND

A brand new insert opportunity. Moneywise is Britain's biggest selling personal finance magazine. It provides wellinformed editorial and easy-to-understand advice on all aspects of personal finance, including stocks and shares, investment, pensions, health insurance, loans, mortgages, credit cards and general insurance.

Readers buy Moneywise for advice, and therefore buy financial products in large numbers. 93,000 have an ISA/PEP, 51,000 have a personal pension, 35,000 have private health insurance and 18,000 have got a new mortgage in the past year. Current subscribers pay £47.40 for an annual subscription.

They are predominantly male aged 55+ and have been sourced by off-the-page advertising, direct mail and inserts. This programme is great opportunity for mailers looking to target high net worth consumers concerned personal finance issues.

INSERT SCHEDULE AND AVAILABILITY

- Approx 35,000 available per month of which 23,500 are subscriber mailings
- All inserts are in a polywrapped bag with the magazine

Call for availability and approval

USEFUL INFORMATION & RATES

Inserts £55*

Commission to DMA Members up to 10%

*Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.

Information updated monthly

Check out our website at: www.medialabgroup.co.uk

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

MediaLab Group
3rd Floor, Avenue House,
25-27 Shaftesbury Avenue,
London, W1D 7EQ



Contact us on: 020 7534 1760
Email: info@medialabgroup.co.uk
Website: www.medialabgroup.co.uk

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EXAMPLES



RESTRICTIONS

- Sample insert submitted for approval
- Minimum order, please enquire
- Maximum size 290x190mm
- Minimum size 148 x 105 mm
- Folders/binds – must be on the long edge
- First time insert booking must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request
- Insert agreement must be signed by mailer

• Check out the website at www.moneywise.com

List Opportunity also available

ILLUSTRATED PROFILE

Gender



Age

