

# Simply Prizes Competition Insert Programme Competition



Annual Insert Volume: **156,000**

Cost Per '000: **£45**

## BACKGROUND

*All subscribers  
renew at £57 and  
have paid within  
the last 12  
months*

This mailing insert programme consists of current subscribers to one of the fastest growing competition magazines in the UK, Simply Prizes. These are aimed at competition fanatics who are looking for tips and advice on giving themselves the best chance of success in competitions.

Simply Prizes are recognised market leaders in this area. With aggressive marketing plans in place, they are expected to add a substantial number of new subscribers over the coming year.

## PROFILE

- 64% female, 36% male
- 66% aged 45+
- 60% earn up to £20,000 p.a.
- Mainly read The Sun, The Mirror or The Express
- Interests include: competitions/gambling, gardening and books
- Full profile information available

The programme has an 60/40 female gender split with subscribers predominantly aged 35+. All subscribers renew at £57 and have paid within the last 12 months.

## INSERT SCHEDULE & AVAILABILITY

- Approx 13,000 subscriber mailings available per month

Call for approval and availability

## SOURCE

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

**Information updated monthly**

Check out our website at: [www.medialabgroup.co.uk](http://www.medialabgroup.co.uk)

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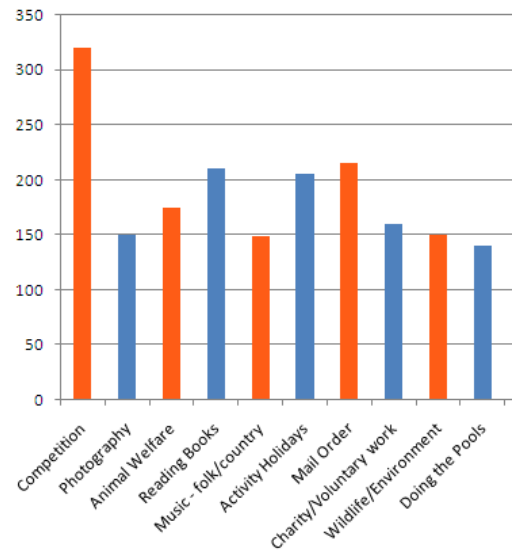
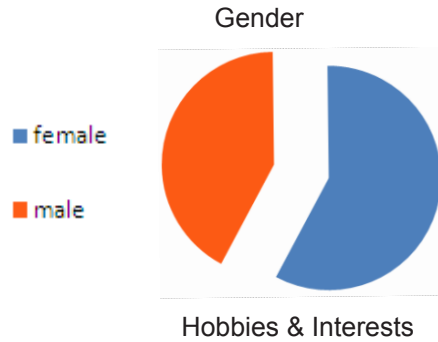
# Simply Prizes Competition Insert Programme Mail Order



## EXAMPLES



## ILLUSTRATED PROFILE



## INSERT RATES (PER '000)

Inserts £45\*

Commission to DMA Members up to 10%

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

## PRODUCTION/ DELIVERY COSTS

- Check out their website at [www.oxonpress.com](http://www.oxonpress.com)
- List opportunity also available

## RESTRICTIONS

Sample insert submitted for approval  
Minimum order 16,000  
Maximum size 210 x 148mm (A5)  
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

