



# Dennis Publishing Masterfile

## BACKGROUND

Dennis Publishing is a dynamic 21st century media company that has a number of magazine titles ranging between Current Affairs, Lifestyle, Technology, Cars, and Health.

Dennis Publishing produce special interest and lifestyle magazine titles, aimed at a wide-ranging audience, covering current affairs, technology, automotive, health and hobbies.

Titles include The Week, Auto Express, Men's Fitness, Cyclist, PC Pro and Viz. As such their magazines targeted both men and women of all ages although predominantly 45 years+. These individuals are either subscribers to their magazines or have signed up online to their range of digital brand products and services.

## PROFILE

- Both male and female
- Typically aged 45+
- Affluent, ABC1
- Special interests include: Motoring, IT / Technology, Health, Current Affairs

## RECRUITMENT METHOD

- Online
- Inserts
- Direct Mail

## RECOMMENDED FOR

- Health
- Charities
- Competition
- Insurance
- Travel/Visitor Attractions
- Home
- Collectables
- Confectionary / Wine Offers

List: 204,465 Available

### POSTAL

105,717 Actives  
98,748 Lapsed

### SELECTIONS

Multibuyers, Geography, Gender, Recency, Age & Product type, Order Value.

### MEDIA RATE

£120 per '000.  
Selections from £10 per '000.

### EMAIL RATE

£75 per '000.  
Selections from £10 per '000.

### DELIVERY CHARGE

£60

### AGENCY COMMISSION

Up to 15%

### MINIMUM VOLUME

5000



020 7534 1760



sales@medialabgroup.co.uk



1st floor, Portland House,  
4 Great Portland Street, London, W1W 8QJ



**Medialab.**  
Data Driven Media