



## Prospect Magazine Subscribers

### BACKGROUND

Prospect covers a broad range of topics from current affairs to culture and business to science and technology. Each month, it combines original mix of essays, opinion, debates and reviews to go with its elegant design. What ultimately sets it apart is its intellectual depth, with each issue bringing together high quality writers, unravelling events and issues that define the modern world. Harvard University has described it as "increasingly the most influential journal of opinion in Britain".

These readers are highly affluent and well educated, primarily aged 50+. Average personal income is £82k+ and most are homeowners with no mortgage. These individuals regularly take 3 overseas holidays a year.

### PROFILE

- 71% Male
- Age 50 years+
- Senior management or director level
- Highly Affluent with high disposable income
- Average income £82k + per annum
- Interests include finance and investments

### RECRUITMENT METHOD

- Direct Mail
- Online

### RECOMMENDED FOR

- Charities
- Health& Beauty
- Financial Services
- Telecoms
- Travel
- Wine offers
- Gardening / Household utilities

[www.prospectmagazine.co.uk](http://www.prospectmagazine.co.uk)

### LIST: 8,242 names available

POSTAL	4,847 Active Subs 3,518 Lapsed
SELECTIONS	Geography, Gender, Recency
MEDIA RATE	£165 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000



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