



Reader's Digest Subscribers & Buyers

BACKGROUND

Reader's Digest is an iconic, market-leading mail order brand. The subscription magazine, which is the largest in the world, is centred on family, home, life and love, bringing together real life stories as well as advice and news on lifestyle, money-saving tips and general well-being. Reader's Digest also sell a series of mail order products such as books including their 'How To' range of lifestyle enhancing tips), CDs, DVDs and competition themed prize draws that generate DM responsive new contacts.

PROFILE

- 50% female
- Aged 55 years+
- ABC1
- Homeowners
- Average income £20k per annum
- Individuals tend to have older families or empty nests

RECRUITMENT METHOD

- Direct Mail
- Online

RECOMMENDED FOR

- Charities
- Health
- Telecomms
- Financial services
- Travel & leisure
- Confectionary / Wine offers
- Household utilities

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LIST: 375,650 names available	
POSTAL	103,190 0-12 month subscribers 53,822 13-24 month subscribers
SELECTIONS	Multibuyers, Geography, Gender, Recency, Age
MEDIA RATE	£110 per '000 Selections £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 10%
MINIMUM VOLUME	5,000

