



BACKGROUND

The Oldie is a monthly magazine which provides its readers with a haven for good writing, humour and quality illustration.

Established in 1992 by Richard Ingram, a former editor of Private Eye, The Oldie Magazine now boasts a circulation of over 36,000. Writers who have contributed to the magazine include Jeremy Paxman, Michael Palin and Joanna Lumley to name but a few.

PROFILE

- Male
- Aged 60 years +
- Average income £30k + per annum
- Predominantly home owners without a mortgage

RECRUITMENT METHOD

- Direct Mail
- Inserts
- Online

RECOMMENDED

- Charities
- Health
- Telecomms
- Financial services
- Travel & Leisure
- Confectionery / Wine offers
- Household utilities

www.theoldie.co.uk

LIST: 13,000 names available

POSTAL	6,143 Actives 7,000 Lapsed
SELECTIONS	Geography, Recency, Gender
MEDIA RATE	£180 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000



020 7534 1760



sales@medialabgroup.co.uk



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

we are the
dma