

THE WEEK



The Week Magazine Subscribers

BACKGROUND

The Week is one of the leading current affairs publications in the UK. They take the best of UK and International news from various sources and compile it into one simple, digestible magazine. The Week also covers the arts, travel, luxury goods and leisure interests. With stories presented in bite sized chunks, it's designed to deliver news in a quick, easy-to-read format on a weekly basis. Readers are affluent, well-educated professionals who are socially aware and responsive to a range of product offers and charitable causes.

PROFILE

- 50/50 split male/female
- £100,482 (average annual income)
- £130 average donation to charity - double the national average.
- 91% agree it's worth paying more for quality
- 44% fly business class at least 4 times a year
- 17% bought a new car in the last 2 years
- Interests include charity giving, wine/gourmet food, overseas travel, the arts and outdoor activities.

RECRUITMENT METHOD

- Direct Mail
- Inserts
- Online

RECOMMENDED FOR

- Financial Products
- Charity Donor & Regular Giving Campaigns
- Luxury and technology products
- Travel
- Confectionary / Wine offers
- High Equity Investment Offers

www.theweek.co.uk

LIST : 183,032

POSTAL

47,589 0-12 Month Actives

74,732 0 - 24 Month Lapsed

EMAIL

120,000

SELECTIONS

Geography, Gender, Recency

POSTAL MEDIA RATE

Actives £180 per '000.

Lapsed £160 per '000.

Selections from £10 per '000

EMAIL MEDIA RATE

£75 per '000

DELIVERY CHARGE

£60

AGENCY COMMISSION

Up to 15%



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we are the
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