

# THE SPECTATOR



## The Spectator

### BACKGROUND

The Spectator magazine is the oldest continuously published magazine in the English language. Established in 1828, it has a reputation as being a leading voice on political and cultural issues. Packed with insightful commentary and analysis about current affairs, it also has extensive reviews on books, the arts, music, opera, TV and films. It's subscribers enjoy the contentious opinion and elegant manner in which it is written, making The Spectator stand apart from the rest.

### PROFILE

- Average Earnings: £108,000
- Aged 60+
- 60% live in Greater London or the SE
- 86% have donated to charity in the past 12 months.
- 38% of readers follow the **stock market**

### RECRUITMENT METHOD

- Mail Order catalogue
- Page advertising
- Direct mail
- Online

### RECOMMENDED FOR

- Charities
- Health
- Publishing
- Financial Services
- Travel
- Utilities

[www.the-spectator.co.uk](http://www.the-spectator.co.uk)



### LIST: 24,000 names available

POSTAL	7,200 active names available
EMAIL	30,000 active email names available
SELECTIONS	Geography, recency, gender, active/lapsed
MEDIA RATE	£165 per '000 - DM £4,500 email - Full Send Only
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000



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