

loaded

READER PROFILE

LOADED READERS SPEND...

£230 on jewellery per year –
Total readership spends £44m

£176 on footwear per year –
Total readership spends £123m

£98 on watches per year –
Total readership spends £13m

£668 on clothes per year –
Total readership spends £511m

£1173 on audio equipment per year –
Total readership spend on audio equipment £606m

41% own a digital camera

£135 on digital cameras per year –
Total readership spend on digital Cameras £5m

DVDS

Buy average of 6 DVDs per year –
Total readership buys 4m DVDs per year

Spend £76 on DVDs per year –
Loaded readerships spends a total of £50m on DVDs

CDS

Buy an average of 8 CDs per year –
Total readership buys 3.6m per year

Spend £74 on CDs per year –
Total readership spend £42m per year

INTERNET

85% use the Internet – 66% have Broadband
 Spend an average of 25 hours per month on the net

CONSOLES AND GAMES

£250 spent on consoles in the past year
 £133 spent on games

29% take part in betting or gambling
 85% receive digital TV or satellite channels

MOBILE

Loaded readers have 3 mobiles in their households

Most used features on mobile are: SMS Games, Camera, MMS, radio, Bluetooth, WAP and MP3 Player

60% agree that they keep eating snacks – Loaded readers eat 11m packets of crisps each month!

MOTORS

Average number of cars in household – 2

Most popular car is Ford Fiesta

96,000 readers spent £10,000-£15,000 on their most recent car

LOADED READERS AGREE WITH THE FOLLOWING STATEMENTS:

Try to keep up with developments in technology – 63%

Worth paying extra for quality goods – 76%

I wear designer clothes – 31%

Love to buy new gadgets and appliances – 51%

I like to try new drinks – 51%

Spend lots of money on toiletries – 27%

Spend a lot on clothes – 27%

MALE	87%
AVERAGE AGE	31
WORKING FULL TIME	71%
BC1C2	73%
CIRCULATION:	90,071
READERSHIP:	745,000
ABCe UNIQUE USERS:	311,610

For all advertising enquiries in Loaded or on loaded.co.uk, please contact:

Gareth Williams, Ad Manager
020 3148 6705
 gareth_williams@ipcmedia.com

www.loaded.co.uk

www.ipcmedia.com/ignite

IPC | IGNITE

Sources: TGI Jul 07-Jun 08/NRS Jan-Jun 08/
 ABC Jul-Dec 08/ ABCe June 2008 - loaded.co.uk