

TVeasy

Your handy quick-flick
TV Guide



Circulation:	284,867
Readership:	595,000

Reader Profile:

Female/Male:	64% / 36%
Median Age:	40
Kids In HH:	41%
Working:	49%
ABC1:	38%
Main shopper:	65%

Busy, career minded consumers:

Want to get to the top of their careers	Index 130
Their work is their career not just a job	Index 124

Influenced by advertising:

Tempted to buy products advertised	Index 128
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TGI 2006, ABC Jan-Jun 07, NRS Jul 06-Jun 07 (Base: All adults)

For more information, please contact:

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<http://www.ipcadvertising.com>



Media Information



Launch Date:	1991	1955	1993	2005	1999
Cover Price:	42p	90p	£1.00	40p	£1.40
On Sale Day:	Tues	Tues	Tues	Tues	Tues
Editor	Colin Tough	Ian Abbott	Jonathan Bowman	Richard Clark	Hellen Gardner

DISPLAY RATES

FACING MATTER

Right Hand Page	£21,260	£17,279	£6,000	£7,740	£3,000
Whole Page	£20,160	£16,450	£5,715	£7,172	-
½ Page Composite	£11,150	£8,700	£3,000	-	-
¼ Page Composite	£5,600	£5,545	-	-	-

FM 1st HALF GURANTEED

1st Right Hand Page	£23,600	£19,530	£7,650	£9,850	-
Right Hand Page	£22,600	£18,500	£7,250	£9,425	-
Whole Page	£21,260	£17,470	£6,600	£8,550	-
¼ Page Composite	£12,100	£9,215	-	-	-

FACING FILMS

Right Hand Page	-	£24,000	-	-	-
Whole Page	£23,500	£21,890	-	-	-

SPECIAL POSITIONS

Outside Back Cover	£40,000	£20,610	£8,600	£11,100	£4,000
Inside Front Cover	£30,000	£19,840	£7,800	-	£3,700
Inside Back Cover	£29,000	£18,820	-	-	-
1st DPS	£40,320	£34,940	£13,200	-	-
2nd DPS	-	£32,940	-	-	-

SPECIAL ARRANGEMENTS

Bleed 10% Extra Supplement/Gatefolds on request Advertorial rates on request

Special shapes request on Christmas issue subject to surcharge All rates exclusive of VAT