



# UNCUT

## READER PROFILE



### UNCUT IS NME'S COOLER, OLDER BROTHER OUR READERS ARE AFFLUENT

Willing to pay for quality

Trust the brands that are advertised in Uncut

### LIKE TO KEEP UP WITH THE LATEST TECHNOLOGIES:

68% own an MP3 Player

46% own a digital radio

6% of Uncut readers have HDTV (only 3% of 37 year old men have HDTV)

18% of Uncut readers have Sky+ (only 6% of 37 year old men have Sky+)

86% of Uncut readers download music every week compared to the national average (32%)

### UNCUT READERS WANT TO ENJOY THEIR LIVES AND LOOK GOOD (AVERAGE SPEND):

Spend £168 on Cinema tickets per year

Spend £192 on Spirits per year

Spend £384 on Beer/Lager per year

Spend £180 Grooming Products per year

### FAVOURITE TV CHANNEL:

BBC2

### FAVOURTIE NEWSPAPER:

The Guardian

Fans of BBC – Not commercial TV

Time is dedicated to reading mags

### THE UK'S FAVOURITE MUSIC AND MOVIES MAGAZINE

#### BRANDS THAT TRUST AND USE UNCUT:

- |              |           |
|--------------|-----------|
| Jack Daniels | Panasonic |
| Tiger        | BMW       |
| Wrangler     | Apple     |
| Rockport     | Sony      |
| Davidoff     | Nissan    |
| Absolut      | Seat      |
| Glenfiddich  | Audi      |
| Bitburger    | Renault   |
| Canon Eos    | Saab      |
| Nokia        | Lexus     |
| Sony Walkman | VW        |
| Sony Viao    | Mercedes  |
| Philips      |           |

Respected and Trusted

MALE READERSHIP	86%
AVERAGE AGE	37
MARRIED OR LIVING WITH PARTNER	60%
WORKING FULL TIME	77%
AVERAGE INCOME	£29,263
CIRCULATION:	87,069
READERSHIP:	280,000

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

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[www.uncut.co.uk](http://www.uncut.co.uk) [www.ipcmedia.com/ignite](http://www.ipcmedia.com/ignite)



Sources: ABC Jul-Dec 08/Uncut Reader Research 2007/2004, PLAY Panel Wave 6 February 2007