

# SIMPLY CHRISTMAS

Make christmas easy!

# What is simply christmas?

Immediate Media are the 3<sup>rd</sup> largest magazine publisher in the UK with annual sales of over 74 million magazines.

Due to demand for festive content, we will again be producing a magazine with a distribution of over **150,000 copies**. Following this year's success Simply Christmas is firmly established as market leader with confirmed sales for 2016 of 72,300 copies.

Christmas shopping starts in earnest late August/September with consumers looking for inspirational ideas for gifts, trips, food and decorations.

There is also a huge demand for handmade individual present and decorating ideas. Simply Christmas will fulfil consumer need in this area.

**IMMEDIATE  
MEDIA** CO





Number one selling Christmas magazine 2016!

## Number one selling Christmas magazine 2016!

We made our debut with Immediate Media's first ever dedicated festive title last September - **Simply Christmas**. In this established market and we had to work hard to create stand-out by producing a quality title that packed some punch in terms of value. We did that and more.

Final sales of this launch title confirms that we were clear market leaders, achieving **over 73,000 UK sales** and this is a great achievement to gain the number 1 position for our first issue. Planning for Christmas 2017 has already begun and we are confident that we will retain our competitive edge again".

*Liz Taylor*  
Publisher

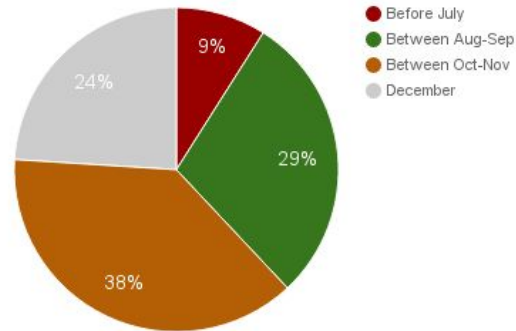
"I'm delighted that Simply Christmas has become the leading Christmas magazine on its debut issue. Consumers clearly loved our more upmarket look, high-quality cover gift and great mix of festive food, crafting, gift ideas and features. The team and I are really excited about producing another great issue in 2017." -

Charlotte Martyn  
Editor

## When do you start christmas shopping?

The results show that 9% of people in the UK begin their Christmas shopping before July, though the most popular time to start buying gifts is between October and November.

However, almost a quarter of you (24%) like to leave things to the last minute and don't start Christmas shopping until December

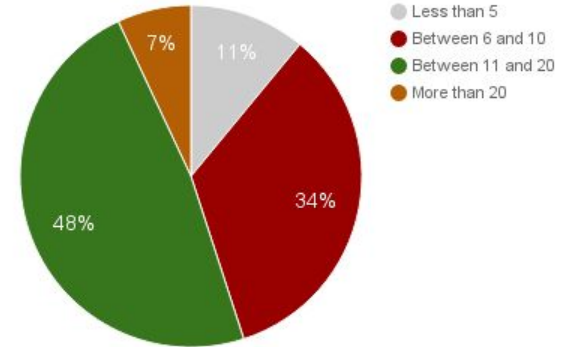


**Simply Christmas is on sale September 16, 2016**

This is the key period for consumers seeking inspiration with up to 90% starting their Christmas shopping in September

## How many people do you buy christmas presents for?

The vast majority of people in the UK (82% in fact) tend to buy christmas gifts for between 6 and 20 people. 11% buy presents for less than 5 people, whereas 7% buy gifts for more than 20 people



The average amount spent on presents is **£500 - £700**

With over 46% spending **£200 - £300** on Christmas excluding presents and 22% spending over **£300**

# The contents

Celebrate the season in style with a brilliant mix of crafts, cooking, gift inspiration and more! With a focus on creating a unique celebration, *Simply Christmas* will take the stress out of the festivities with ideas to wow your guests, keep the kids busy and ensure everyone gets the perfect present.

## CONTENTS INCLUDE:

- Fabulous decorating ideas
- Celebrity recipes
- Party food, fancy drinks and family feasts with no-fuss recipes
- Shop smart with gift guides for everyone
- Festive themes for styling the home, from wreath to table settings
- Great ideas for family activities, from tree dressing to days out
- Rustle up perfect presents while learning new skills – papercrafting, sewing, jewellery-making and more!
- FREE mini cookie cutter set





## Editorial tone

- Strong Aspirational Appeal
- Achievable ideas – easy recipes, simple crafts, affordable gifts.
- Broad appeal across the women's market – cooking, crafts, interiors, celebrity features, gift-buying.
- Beautiful Photography

# Target audience

- ABC1 women
- Aged 24-60 years old
- Principle Shopper together with impulse shoppers
- Broad Appeal – something for everyone





# Marketing plan

- £50,000 retail promotional spend
- Huge marketing campaign across IM's craft portfolio, reaching 3.6m readers (print & online)
- Marketing campaign across IM's wider portfolio including Radio Times, Olive, Homes & Antiques, BBC Wildlife
- Marketing campaign to span 3 months from Sept – Nov 2016

# Rates and contact info

## Key info

On sale 14 September, 2017

- Print deadline 20th August tbc.
- Insert delivery deadline 25th August tbc.

Priced £4.99

124 pages

Print run of 150,000

Cover-mounted gift

Available in over **12,000 retail outlets**: major supermarkets (including Waitrose, Sainsbury's, M&S and Tesco), WHSmith, Boots and leading independent newsagents.

## Rates

DPS **£2250**

Page **£1250**

Half page **£687**

Quarter page **£343**

Inserts **£42** per thousand

Advertorial rates on request

