

Sainsbury's

magazine

MEDIA PACK 2015





SAINSBURY'S MAGAZINE READERS CONTROL OVER £1 OF EVERY £5 SPENT IN SAINSBURY'S

A MUST HAVE for women with a passion for food and cooking, Sainsbury's Magazine delivers great food and stunning photography to inspire, tempt and encourage our readers to try new ideas. The glossy pages are packed with triple-tested recipes to cover a cook's every need whether she's looking for a quick, budget-focused supper idea or a more indulgent entertaining menu. Combined with this fabulous food is a stylish mix of fact-filled features on family and relationships, and Good Living – our bumper lifestyle section stuffed with inspiration and advice for their homes, holidays, looks and wellbeing – which makes it essential reading for today's busy woman.

Helena Lang, Editor, Sainsbury's Magazine

MAGAZINE FACTS

- Circulation: 230,298 (ABC Jul-Dec 2014)
- Core audience: ABC women
- Readership: 3,167,000*
- ABC 1 Profile: 65%
- Frequency: Monthly
- Median age: 47



*Source NRS 2014 Q4 (Jul-Dec 2014)

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REASONS TO ADVERTISE IN SAINSBURY'S MAGAZINE

THE MOST COST EFFECTIVE WAY OF AFFECTING SPEND

- Advertising in Sainsbury's Magazine offers greater coverage of ABC1 women aged 25-54** than advertising in Good Housekeeping, Prima, Woman & Home and Essentials combined!

THE MOST TARGETED AUDIENCE

- There are almost a million of these 'most valuable' shoppers (ABC1 women aged 25-54) regularly shopping at Sainsbury's
- There is no other way of reaching so many of the most valuable Sainsbury's shoppers and ensuring maximum return on your investment

FULLY PAID-FOR AND EDITORIALLY INDEPENDENT

- Sainsbury's Magazine is fully paid-for and is therefore our readers' magazine of choice. Readers trust the expert-endorsed, fully independent content and this trust extends to your advertising message

THE WIDEST COVERAGE

- Sainsbury's Magazine is the widest-read fully paid-for monthly in Britain – 3.1 million readers – and the eighth largest circulating women's paid for monthly in the UK
- 32% of readers do not read any other monthly title.
- 65% of readers do not read our competitive set
- The greater the coverage, the greater the response to your advertising
- Did you know it would take 43 Wembley Stadiums to house the readership of Sainsbury's Magazine?

A QUALITY ENVIRONMENT

- Over the last 20 years, Sainsbury's Magazine has built an unrivalled heritage of quality and trust. Readers have come to rely on our best-in-field contributors and unrivalled production values, making it the ideal showcase for your products. In 2011 it was voted PPA customer magazine of the year

**Source NRS 2013 Q2 (Jan - Jun 2013)
GB TGI 2013 Q3 (Apr 2012 - Mar 2013)

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SAINSBURY'S MAGAZINE: UNRIVALLED OPPORTUNITIES TO ADVERTISE

We offer unrivalled bespoke promotional opportunities including: brochures, booklets, calendars, cookbooks, recipe cards, editorial sponsorship and direct mail literature. All are designed and produced by talented cooks, designers and photographers, and shot in-house or on location. Please call to discuss your needs or arrange to visit the studios and meet the team.



Issue	On Sale Date	Special Project Booking Deadline	Advertorial Booking Deadline (shoot)	Advertorial Booking Deadline (Supplied)	Coupon Booking Deadline	Display Deadline	Insert Delivery Deadline
June	6th May	11th March	25th March	30th March	27th March	10th April	17th April
July	3rd June	7th April	23rd April	28th April	24th April	8th May	15th May
August	1st July	5th May	20th May	26th May	22nd May	5th June	12th June
September	29th July	2nd June	17th June	22nd June	19th June	3rd July	10th July

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RATES

DISPLAY

- ROP £13,835
Guaranteed position £17,294
Cover site £19,369
- DPS £26,287
Guaranteed position £32,859
Cover site £36,802
Half page ROP £8,301

ADVERTORIAL

- Advertorial page £13,000
+ £2,600 production
+ £2,500 coupon
- Advertorial DPS £24,700
+ £4,000 production
+ £2,500 coupon
- Composite advertorial
1/3 page £4,500
+ £1,000 production
+ £2,000 coupon
- COUPON
Coupon £4,882
- INSERTS
Loose inserts from £41/000
Bound-in inserts from £62/000
Stick-on cards/sachets from £79/000
- CLASSIFIED from £85 per ccm

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