

BIZARRE



SO WRONG, IT'S WRONG

Mission Statement

Only Bizarre brings you monthly instalments of the weirdest and most extreme content our planet has to offer. It will make your eyes pop and your jaw drop.

The Market

Bizarre sits on the fringe of the men's monthly market. It is the undisputed leader in offering the weirdest, most unbelievable content on the newsstand. In a world obsessed with 'celebrity' culture Bizarre proudly covers everything else on the limit or beyond the mainstream.

The Magazine

Bizarre is a celebration of all things different, offering an uncensored view of the world and lifting the lid on things other magazines run screaming from. We publish thought-provoking stories on people who live their lives differently. Odd sex, strange art, sick true crime, twisted deviancy and alternative culture... if it's weird, we love it.

The Product

- A4 format
- Out every 4 weeks (13 issues per year)
- Established 1997

The Reader

- Readership 313,000*
- The average age of a Bizarre reader is 29*
- 44% of Bizarre readers do not read FHM or Loaded*
- 62% own a games console**
- 65% own a Personal Computer**
- 42% have been to a pop/rock concert in the last 6 months** (index 381)
- Nearly twice as likely to use WAP, games, SMS alerts and email features on their mobile phones**

* Source: NRS Jan '06 – Dec '06

** Source: TGI Oct '05 – Sept '06

A Unique Advertising Opportunity

Bizarre is uniquely positioned to place advertisers in direct contact with the readers who cannot be reached using mainstream magazines. Our readers are voracious consumers of entertainment. They are hedonists and spend small fortunes on anything from music, games and DVDs to technology and drink. The Bizarre sales team is expert in all these areas and perfectly placed to help deliver our readers to advertisers in effective and creative ways.



LOOSE INSERTS

PRINT RUN	90,000
SUBS	6,000
COST PER '000	£30
MINIMUM VOLUME	25,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	3,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	8,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

INSERT SPEC

MAXIMUM SIZE	280mm head to foot x 205mm spine to fore-edge
MINIMUM SIZE	160mm head to foot x 105mm spine to fore-edge
MAXIMUM NO. OF PAGES	32 pages loose inserts over 10 pages, a sample is essential
MAXIMUM WEIGHT	32 pages on 45gm ² stock
MINIMUM WEIGHT	2 pages on 100gm ² stock

RESEARCH

QUESTIONNAIRE DESIGN (INCLUDING BRIEFING MEETING)	£2,250
UPLOADING THE SURVEY ONLINE	£250
MARKETING THE SURVEY (VIA SOLUS EMAIL, NEWSLETTER OR WEBSITE)	£500
DATA ANALYSIS, CROSS TABULATION (INCLUDES FULL ACCESS TO DATA TABULATIONS AND OPEN ENDED COMMENTS)	£2,000
TOTAL COST OF RESEARCH	£5,000
LIST RENTAL	£250 per '000
FURTHER ANALYSIS AND REPORTING (POWERPOINT)	£1,000
Costs do not include: Respondent incentives, personal details of the respondents and/or VAT	

CONTACTS

Sales

Anthony White

Commercial Director
020 7907 6472

anthony_white@dennis.co.uk

Steve Machin

Sales Executive
020 7907 6154

steve_machin@dennis.co.uk

Production

Daniel Stark

Production Controller
020 7907 6053

daniel_stark@dennis.co.uk

Trafficking

Andrew Shephard

Ad Traffic Manager
020 7907 6807

andrew_shephard@dennis.co.uk



Dennis DMS,
Dennis Publishing Ltd,
30 Cleveland Street,
London W1T 4JD



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