

Dennis List Solutions - Data Volumes
Updated March 2006

POSTAL DATA - CONSUMER ADDRESSES						
Magazine	Actives	Lapsed	Reader Offer Buyers	Prospects	Web Generated	TOTAL
Auto Express	27,681	124,995	-	211,117	15,282	379,075
Bizarre	3,379	14,318	9,790	7,992	-	35,479
Computer Buyer	4,553	29,794	-	109,089	4,807	148,243
Computer Shopper	14,167	96,781	-	222,578	4,793	338,319
Custom PC	2,725	2,706	-	2,956	1,830	10,217
EVO	10,946	10,299	-	24,151	73	45,469
Fortean Times	5,299	23,051	1,032	26,002	-	55,384
Inside Edge	6,315	3,204	-	1,130	393	11,042
Jack	183	4,842	203	5,264	-	10,492
MacUser	4,483	57,258	-	46,105	2,479	110,325
Maxim	26,555	149,641	-	238,318	5,760	420,274
Mens Fitness	10,868	29,146	-	11,338	-	51,352
PC Projects	354	456	-	3,293	-	4,103
PC PRO	20,585	107,561	-	71,428	7,146	206,720
Shape	5,238	61,630	-	29,122	-	95,990
Test Drive	4,205	3,511	-	13,743	2	21,461
Time Out	17,407	11,885	2,249	9,263	-	40,804
The Week	41,616	80,278	-	21,386	-	143,280
Tree News	1,405	1,150	-	221	-	2,776
The Wisden Cricketer	11,152	1,836	-	13,347	-	26,335
Viz	9,298	24,250	584	1,303	-	35,435
BBC History Magazine	7,554	15,352	0	722	-	23,628
BBC Music Magazine	6,718	45,435	181	475	-	52,809
BBC Wildlife	7,087	42,818	24	0	-	49,929
Easy Gardening	3,714	2,886	85	1,865	-	8,550
Gardener's World	41,803	205,500	4,959	31,015	-	283,277
Gardens Illustrated	3,430	26,676	96	23	-	30,225
Good Food	34,778	169,260	2,086	1,837	-	207,961
Good Homes Magazine	6,901	22,365	76	12,197	-	41,539
Homes & Antiques	11,157	56,735	448	269	-	68,609
Olive Magazine	3,682	19,662	173	6,433	-	29,950
Radio Times	4,782	11,167	54,017	29,064	-	99,030
Top Gear Magazine	8,302	51,042	0	21,242	-	80,586
TOTAL	368,322	1,507,490	76,003	1,174,288	42,565	3,168,668

POSTAL DATA - BUSINESS ADDRESSES						
Magazine	Active	Lapsed	Buyers	Prospect	Web Generated	TOTAL
Auto Express	1,575	4,139	-	10,582	197	16,493
Bizarre	215	1,027	562	118	-	1,922
Computer Buyer	641	3,309	-	27,147	106	31,203
Computer Shopper	1,459	14,204	-	13,615	148	29,426
Custom PC	269	240	-	27	32	568
EVO	1,558	1,069	-	296	2	2,925
Fortean Times	233	834	57	310	-	1,434
Inside Edge	457	226	-	17	25	725
Jack	6	214	23	36	-	279
MacUser	3,477	54,822	-	40,600	265	99,164
Maxim	1,987	5,094	-	9,379	258	16,718
Mens Fitness	1,058	1,942	-	108	-	3,108
PC Projects	81	16	-	112	-	209
PC PRO	9,911	82,443	-	39,134	258	131,746
Shape	796	1,818	-	123	-	2,737
Test Drive	486	367	-	198	-	1,051
Time Out	2,630	1,643	164	403	-	4,840
The Week	3,546	8,594	-	55,303	-	67,443
The Wisden Cricketer	495	102	-	980	-	1,577
Tree News	283	203	-	70	-	556
Viz	311	419	43	20	-	793
TOTAL	31,474	182,725	849	198,578	1,291	414,917

100% Opted In Email Lists			
Magazine	UK	Rest of World	Total
PC Pro	77,829	25,481	103,310
Auto Express	96,517	42,276	138,793
Computer Shopper	74,811	17,527	92,338
MacUser	24,574	17,654	42,228
Computer Buyer	35,395	5,330	40,725
The Week	6,523	4,487	11,010
Maxim	94,834	175,452	270,286
Evo	11,049	9,112	20,161
Custom PC	3,196	476	3,672
Viz	2,640	758	3,398
Inside Edge	1,511	478	1,989
Bizarre	3,492	2,126	5,618
Test Drive Magazine	2,461	81	2,542
Mens Fitness	970	82	1,052
Fortean Times	343	243	586
TOTAL	436,145	301,563	737,708

To order please contact the list rental team;
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