

‘THE WORLD OF STRANGE PHENOMENA’

Mission Statement

“Fortean Times is one of the world’s most individual and best loved magazines. For 33 years FT has been reporting on the stranger side of life, delivering a heady mixture of weird world news and fascinating features on everything from ancient religions to cutting-edge science. Open-minded, well informed and always maintaining a healthy sense of humour, FT is the only place to go for a sensible look at our mad planet.”

The Market

Whilst retaining the magazine’s reputation, built up over 33 years of publishing, and the loyalty of its core readership, we aim to increase FT’s subscription base and newsstand presence by increasing its appeal to newcomers and casual readers through a greater emphasis on popular culture (films, DVDs, games and TV), some event issues featuring Fortean Times news awards and major surveys of Weird Britain, as well as increasing reader involvement in the magazine and website.

The Magazine

Fortean Times remains the world’s best-known and most highly respected journal devoted to the reporting, analysis and discussion of strange phenomena. From cryptozoology to conspiracy theory, Fortean Times provides the most balanced coverage of the world of the weird. Now with more pages, bags of new content and a comprehensive guide to the latest in books, films and games, Fortean Times is the premier paranormal title in the world market.

The Product

- Launched as a fanzine in 1973
- Monthly frequency (Published 13 times a year)
- A4 glossy, perfect bound
- Regarded as the global authority on strange phenomena

The Reader

- 70% male
- Average age 37
- Average salary £20,615
- Readers spend an average of £28 per month on both fiction and non-fiction books.
- They purchase on average 5 books per month
- Just under half fall into the ABC1 classification

Reader Survey 2006

A Unique Advertising Opportunity

Fortean Times keeps alive the ancient task of dispassionate weird-watching, exploring the wild frontiers between the known and the unknown. Fortean Times is the only UK magazine that has survived over the years while all its competitors have lasted only a short time. As a result, anyone who is interested in strange phenomena now turns naturally to FT.



LOOSE INSERTS

PRINT RUN	35,000
SUBS	8,000
COST PER '000	£30
MINIMUM VOLUME	8,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	4,500 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	2,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

INSERT SPEC

MAXIMUM SIZE	277mm head to foot x 190mm 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	

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List Warranty No: 001337

