

MAXIM



YOUR LIFE MADE EASY

Mission Statement

The world's biggest men's magazine

After a change of editor and a redesign, Maxim has carved out a unique position in the men's market. Its engaging, interactive content helps readers get the most out of life by talking with them, not to them. Maxim's readers are grown-up and intelligent, yet they want to know what's in and what's not and they have money to spend on doing it and buying it, whether it's the latest fashion, travel break, sports kit, cars or gadgets. Maxim is a filter that cuts through the bullshit and gives people the truth. If we like it, you'll love it. That's not to say we're dry. Maxim is informative without being boring and sexy without being sleazy. Its upmarket yet accessible new look, and its new, smaller format is convenient for readers without losing the impact for advertisers.

Opinions are also important to us, and Maxim is a forum for debate. Our pool of male and female writers will offer their own thoughts on sex, relationships, reviews, life issues, sport – all the topics that matter to men – and readers who care can get involved via our website and email. We want our readers to care, because we certainly do.

Michael Donlevy, Editor, Maxim

The Market

- Maxim's reader is a man who wants to be informed and entertained
- More men buying magazines than ever before, but with more magazines to choose from
- Very clear about the higher quality and more in-depth content they expect from a monthly men's title

The Magazine

Maxim addresses the real life needs of intelligent, professional men in an entertaining and informative way. It sets out to reach men in their late 20's rather than out and out lads, producing a magazine that readers can grow into rather than out of.

The Product

- Engaging, challenging and fresh
- A4, glossy, perfect bound
- Monthly frequency
- ABC 78,463*
- Established since 1995
- Readership 531,000**

* Source: ABC July - Dec 07 ** Source: NRS Oct 06 - Sept 07

The Reader

- Maxim's reader is an intelligent, grown-up man in his late 20s/early 30s who wants the best of everything without being pretentious
- Promiscuous: with the growth in the men's market, men may be buying more magazines than ever but their loyalty isn't as strong to any one brand. The newsstand is the key battleground.
- High expectations: our readers have seen it all from men's magazines down the years, so we have to offer high-quality, original content, including the best celebrities, the hottest topics, the finest consumer goods, the most talked-about celebrities, all tied together by the best quality writing and design.
- Affluent with 73% in full employment*
- Average 29 yrs*

* Source: NRS Jan - Dec 2006

A Unique Advertising Opportunity

Maxim is the biggest men's magazine in the world, selling in more than 30 countries. It occupies a unique position as a mass-market magazine that manages to capture a more intelligent, affluent and savvy reader. Continuous research and interactivity with our readers via the magazine's massive website help Maxim develop an in-depth understanding of what they want and needs, enabling the brand to deliver unparalleled entertainment and information to readers, and maximum value to advertisers.



LOOSE INSERTS

PRINT RUN	98,000
SUBS	20,000
COST PER '000	£35
MINIMUM VOLUME	50,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	12,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	79,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

INSERT SPEC

MAXIMUM SIZE	255mm head to foot x 185mm 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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