

# THE WEEK



## THE BEST OF THE BRITISH AND FOREIGN MEDIA

### The Magazine

In its simplest sense, The Week is a unique and witty digest of the best writing from the British and foreign press. Taking just over an hour to read, The Week brings the reader up-to-date with current affairs at home and abroad.

A quirky mixture of hard practical information and commentary on one hand to the most interesting houses and the best tabloid gossip on the other, the selection of material ensures The Week has a clear editorial voice and spirit of its own. Three words sum up The Week: short, witty, informative.

“The trick of editing The Week is in achieving the right tone, in getting the selection right and ensuring the approach is a balanced one.”

Jeremy O’Grady, Editor-in-Chief

### The Editorial

At the heart of the magazine is news, both UK and foreign, accounting for nearly half of the pages. Other sections covered include leisure (food, wine and travel), the arts (theatre, cinema and book reviews) and the City (financial commentary and a regular sharewatch). The brainchild of Jolyon Connell, ex-Sunday Telegraph deputy editor; The Week is a combination of information and entertainment, delivering everything from briefings about important topical issues, to what happened in The Archers. The quality of writing underpins the magazine’s success. The Week’s Editor-in-Chief Jeremy O’Grady, part of the founding team, is an author and former film censor and works closely alongside a talented editorial team and a wealth of experienced contributors.

### Facts

The Week has enjoyed phenomenal circulation growth. The Jul - Dec 07 ABC figure of 145,197 represents an increase of 7.7% year on year, its 19th consecutive increase.

The Week is the UK’s highest-selling weekly subscription magazine.

The Week offers a highly targeted audience and access to some of the most affluent opinion-formers in the country today. People who have money to spend on enjoying life, who love the arts and travel, who are well paid and have influential jobs. For any upmarket advertiser, this is a crucial audience.

### The Reader

- 60% male / 40% female
- 62% AB, 70% ABC1
- The readership core is aged between 35-54, at the peak of their profession and earning power
- 74% of The Week readers are married

### Spending Power

- Readers of The Week have an average salary of £65,423
- Readers of The Week have an average household income of £88,767
- Readers of The Week take an average of seven holidays and weekend breaks a year

\*Source: The Week Reader Survey 2006

### Why use The Week?

With a current subscription base of 129,335, The Week boasts the most loyal readership of affluent opinion – formers in the news weekly market. No other magazine offers access to such an elite audience.



## LOOSE INSERTS

PRINT RUN	145,000
SUBS	120,000
COST PER '000	£85
MINIMUM VOLUME	50,000
AGENCY DISCOUNT	10%

## LIST RENTAL

POSTAL VOLUMES	45,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	4,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

## INSERT SPEC

MAXIMUM SIZE	280mm head to foot x 190mm spine to fore-edge
MINIMUM SIZE	110mm head to foot x 105mm spine to fore-edge
MAXIMUM NO. OF PAGES	2 pages
MAXIMUM WEIGHT	2 pages on 200gm <sup>2</sup> stock
MINIMUM WEIGHT	2 pages on 80gm <sup>2</sup> 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
<b>Costs do not include:</b> Respondent incentives, personal details of the respondents and/or VAT	

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