

LONDON'S WEEKLY LISTINGS BIBLE

Mission Statement

Time Out is the best-selling guide to London, covering all forms of arts and entertainment, as well as consumer news and features. Time Out readers are AB professionals with a sophisticated lifestyle. Style leaders and aware, they like the finer things in life.

- Time Out readers are aged between 25 and 44
- 60% male, 40% female
- 58% are AB
- 52% earn £30,000 or more per annum
- 44% are heavy drinkers of wine
- 10 times more likely than the average person to go to the cinema once a week or more
- 11 times more likely to go to an art gallery or exhibition
- 14 times more likely to go to a rock/pop concert
- 4 times more likely than average to have bought 10 or more hardback titles in the last 12 months
- 23 times more likely to have bought 10 or more audio books in the last 12 months
- A high proportion of Time Out readers use the Internet to book their flights
- 81% are homeowners
- 87% have one or more credit cards
- 87% read broadsheets
- Time Out subscribers are more likely to donate to charity than many other types of magazine subscriber. They donate significantly above the average trend for UK donors
- Interests are film/cinema, arts/theatre, food and wine, travel, fashion and books



LIST RENTAL

POSTAL VOLUMES	17,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	N/A
COST PER '000	N/A
BROKER DISCOUNT	20%

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