



A NATIONAL INSTITUTION

Mission Statement

The closest Viz gets to a mission statement is a promise to never change and never really grow up. For as long as there are people who find double entendres and farting funny then Viz will be there to give them exactly what they want.

The Market

While glossy 'men's' magazines may come and go Viz remains steadfastly different. Few other titles inspire the same level of loyalty and passion amongst their fans and this has led to the magazine's readership maturing in tandem with the title. This gives Viz an unmatched audience in terms of consistency and means that the level of reader interaction remains as high as ever.

The Comic

Roger Mellie, Sid the Sexist, Eight Ace, Big Vern, the list of Viz characters that have become household names (well in certain types of households anyway) goes on and on. Added to these are the Letterbocks, Top Tips and the legendary Profanisaurus. Viz delivers exactly what its readers want time after time. Alongside the comic Viz publishes an Annual which pulls together the highlights of the year gone by.

The Reader

- Readership 500,000*
- 63% of Viz readers do not read Front, Loaded or FHM
- 65% of readers own their own home
- 83% of readers are male
- The average age of a Viz reader is 36
- Independent, individual, intelligent, affluent

*Source: NRS Jan - Dec 2006

The Product

- Established in 1979
- 10 issues per year

A Unique Advertising Opportunity

Viz consistently delivers an audience of affluent, educated readers who think for themselves and are difficult to reach through other media sources. Viz offers outstanding value to its advertisers and offers them the chance to stand out in an overwhelmingly editorial environment.



LOOSE INSERTS

PRINT RUN	125,000
SUBS	22,000
COST PER '000	£30
MINIMUM VOLUME	50,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	7,500 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	3,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

INSERT SPEC

MAXIMUM SIZE	280mm head to foot x 210mm spine to fore-edge
MINIMUM SIZE	148mm head to foot x 120mm spine to fore-edge
MAXIMUM NO. OF PAGES	32 pages loose inserts over 10 pages, a sample is essential
MAXIMUM WEIGHT	32 pages on 45gsm ² stock
MINIMUM WEIGHT	2 pages on 100gsm 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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