

# The People's Friend



**MEDIA  
PACK**





# The People's Friend

## INTRODUCTION

214,814  
circulation

377,000  
readers every  
week

110%  
increase in  
website page  
views y-o-y

Over  
4,300  
social media  
followers



### The magazine

The oldest and friendliest women's weekly in the world, The People's Friend, is famous for its fiction and every issue is packed with short stories, exclusive serial instalments, cookery, craft, travel, health, puzzles, gardening and more.



### [www.peoplesfriend.co.uk](http://www.peoplesfriend.co.uk)

Designed to compliment the print title, the website features recipes, serials, travel, team blogs, crafts and more and the opportunity to receive a regular newsletter from us. It's a fun and welcoming place for our readers to spend time.



### Specials

The weekly magazine's out going younger sister! Every three weeks there's a brand new issue designed to entertain and inspire with 12 brand-new short stories, brain-teasing puzzles and a host of different features.

### Pocket Novels

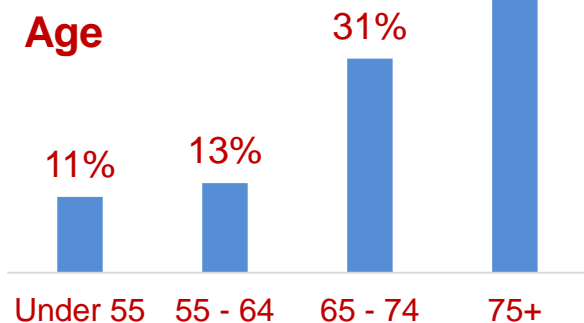
Featuring more of the great stories the main title is famous for every fortnight. Each novel provides readers with a short fiction novel from a selection of different authors to keep and enjoy.



# The People's Friend

## DEMOGRAPHICS

**Average age**  
71



36%  
ABC1



### Location

12% Scotland  
27% North England  
16% Midlands  
16% Wales and South West  
29% London and South East

## A VALUABLE AUDIENCE

Our readers are very loyal, **78% of readers** “almost always” read the magazine and their fondness for the Friend is shown in the letters page as readers share experiences with other “Friends” sparked by features in the magazine.

The People's Friend contains **more fiction than any other weekly magazine**, with an average of **over 45%** of editorial content containing fiction.\*

**1 in 4** readers agree adverts in magazines are most useful in helping them make a purchasing decision.  
Index 240

Readers spend an average of **85 mins** reading each issue of *The People's Friend*. This is longer than any other woman's weekly.



Sources: NRS Jul 14 – Jun 15, TGI Jul 14 - Jun 15, Nielson



# The People's Friend

## Display rates

Full page	£6,500
Half page	£3,290
Quarter page	£1,660

## Special position rates

Outside back cover	£7,045
Two half page solus on same spread	£9,830

## Inserts Rate

From £21 per thousand by arrangement

## Classified Rates

Box ads	£35 per scc
Quarter page	£910
One eight page	£490
Lineage*	9 per line
*Minimum 3 lines	

## Online Rates

Leaderboard	£25 CPM
MPU	£25 CPM
Skyscraper	£20 CPM
HPTO + Skin	£3,000 pw
Content Channel + Skin	£1,000 pw

## People's Friend Special

Full page	£1,000
OBC	£1,500

## Pocket novel

OBC	£150*
*min booking of six issues	

## ADVERTISING RATES



DC Thomson

Please contact us for copy specifications or Terms & Condition

# The People's Friend

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