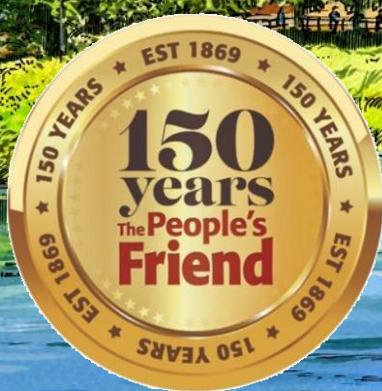


The People's Friend



**MEDIA
PACK**

 DC THOMSON
MEDIA



The People's Friend

INTRODUCTION

162,300
circulation

223,000
readers every
week

15,000
newsletter
subscribers

11,000
unique users
a month



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.thepeoplesfriend.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

An extension of the weekly magazine, designed to entertain and inspire with 14 new short stories, brain-teasing puzzles and a host of different features. Published 3-weekly.

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

OUR READERS

Launched in 1869, The People's Friend has witnessed global events and world wars, social upheaval and amazing inventions. It has seen monarchs come and go, men set foot on the moon and women gain the vote whilst never losing our instinct for what our readers want from their magazine. The People's Friend is a unique proposition in the market famous for its fiction, all written especially for the title and its values of decency and kindness our readers expect every issue.

DEMOGRAPHICS

90% Female	94% Main shopper
77%: aged 65+	Retired: 77%
ABC1: 47%	Own home outright: 64%

LOCATION

23%	Scotland
24%	North England
9%	Midlands
12%	Wales & SW
32%	London & SE



"I always look forward to the 'Friend' dropping on the doormat knowing I am going to enjoy the read"
– Elsie, Oldfield



A VALUABLE AUDIENCE

Our readers are very loyal, **86% 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.

Receptive to advertising, our readers are **over FOUR times** as likely as the average UK adult to agree that they find magazine ads the most useful for making purchase decisions.

Packed full of fiction (7 short stories a week, plus 2 – 3 serials and weekly soap *Riverside*) readers spend an average of **96 mins** reading each issue of *The People's Friend*. This is longer than any other woman's weekly in the market.

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*
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*min booking of six issues

ADVERTISING RATES

