

THIS ENGLAND

FOR ALL WHO LOVE OUR GREEN AND PLEASANT LAND

MEDIA PACK

2020



KEY STATS

Circulation 43,970

Subscribers 67%

Frequency Quarterly

Price £5.50

This England is the magazine that gently celebrates the very best of our country. With beautiful photography and well-written, interesting features we explore the country's past, present and future, using a wide network of fantastic contributors.

Key Target Audience

Older families and affluent empty nesters who use This England as a source of information and inspiration to feed their love of history, heritage and travel.

Female 58% **Male** 41%

Retired 79%

Homeowners 84%

Average Age 72

89% agree:

'I enjoy exploring my own country & discovering new places'



Loyal Readers

This England is a well-loved title with **70% of readers** having read the magazine for 10+ years

Valued Source of Inspiration

58% pass This England on to someone else,
40% keep the issue for future reference

50% read the issue from cover to cover

82% agree 'This England gives me ideas and inspirations for new places to visit'

Active Audience

Our readers have a broad range of hobbies and interests with the time available to enjoy them

Top hobbies enjoyed by our readers :

Reading 91%	Holidays 45%
Gardening 62%	Walking/Hiking 38%
History 59%	Birds/Nature 35%
Eating Out 49%	Genealogy 28%
Visiting country homes & gardens 57%	
Visiting museums & art galleries 40%	

STRENGTH OF THE AUDIENCE

Responsive readers:

One in three readers have responded to an advert seen in This England

97% have donated to charity in the last 12 months

EDITORIAL HIGHLIGHTS

Each issue features a diverse and interesting mix of heritage, history, humour, travel, homes, gardens and uniquely English customs and curiosities, along with plenty of engaging characters, both past and present.

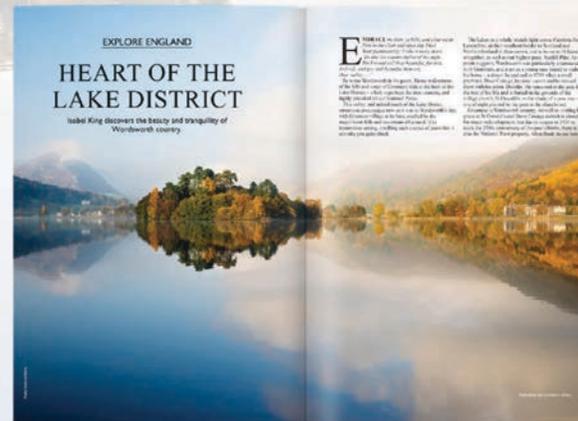
HERITAGE

Exploring the history behind some of England's best loved country houses and gardens. Our readers are also inspired to visit art exhibitions and events throughout the country.



TRAVEL

Catering for the reader's love of exploring, our regular 4-6 page feature Explore England focuses on one area in particular building a travel itinerary of fabulous places to visit, eat and stay.



GARDENING

Juliet Roberts who viewed thousands of gardens during her time as editor of the award-winning Gardens Illustrated brings real gravitas to our gardens coverage.



BOOKS

Our readers enjoy books with 9 in 10 listing reading as a hobby, This England provides inspiration on what to read with reviews the latest book releases, especially those on their favourite subjects of history, heritage, gardening and biographies.

PRINT RATE CARD

DISPLAY

Page £1,350

½ Page £695

¼ Page £495

IFC £1,550

CLASSIFIED

Lineage Entry

£1.25 per word

Classified-Boxed Ad

£30 per single centimetre column

COPY SPEC

Contact for details

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