

O the DDfellow magazine

About the Oddfellow magazine

The Oddfellow magazine is the Membership magazine for the Oddfellows Friendly Society. Lively, interactive and informative, the Oddfellows magazine is highly valued amongst its members.

About the Oddfellows Friendly Society

Evolving from the Medieval Trade Guilds, the Oddfellows is one of the oldest friendly societies around. It has over 100,000 members and some 600 branches across England, Scotland and Wales. The Oddfellows is a not-for-profit social and care membership organisation. Every year, thousands of people join the Oddfellows, not just for the range of financial and practical benefits available, but increasingly for the network of social events and the opportunity for making friends. The organisation is about making friends, having fun and helping others, they work, they're creative, they are active fund-raisers and they love to socialise.

Editorial content

As a vitally important membership communications tool, the magazine reinforces the membership benefits and feeling of community and belonging that the Oddfellows offers. In addition to members and Oddfellows news, it also contains health, history, travel, and leisure features.

Readership

Gender split: 50/50

Age breakdown:

27% are aged under 60 years, but the majority are 50+

73% are aged over 60 years

Since 'retiring':

■ **32%** are still working

■ **43%** spend more time in the garden with looking after the home and garden being the biggest area of day to day activity for **68%** of members

■ **36%** have taken up new hobbies and interests

■ **15%** have moved house

■ **24%** regularly buy home improvements

■ **18%** bought a new car

■ **3%** took a 2nd honeymoon and **4%** took a gap year to go travelling

■ **75%** of members are convinced they are more active than today's teenagers

Circulation

Home mailed to 60,000 member households

Publishing dates

Twice a year, Autumn and Spring



ADVERTISING DETAILS

Ratecard:

Full Page.....	£3,100
Half Page.....	£1,700
Quarter Page.....	£950

Production Details:

Type Areas (height/width)

DPS.....	268mm x 400mm
FP.....	268mm x 190mm

HPV.....	268mm x 92mm
HPH.....	132mm x 190mm
QPV.....	132mm x 92mm

Full bleed Trim Sizes

Full Page.....	297mm x 210mm
DPS.....	297mm x 420mm

(Please allow 3mm bleed all round)

Full Production Specifications available

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