



O^{THE}DDFELLOW Magazine

MEDIA INFORMATION 2010

ABOUT THE MAGAZINE

Produced for the members of the Oddfellows Friendly Society, *the Oddfellow Magazine* plays a key role in communicating news and features to their membership. Lively, interactive and informative, the magazine is highly valued and in a recent reader survey over 90% of the membership rated it as first class.

THE ODDFELLOWS FRIENDLY SOCIETY

With over 100,000 members and 600 branches across England, Scotland and Wales, the Oddfellows are one of the oldest friendly societies. A not-for-profit social and care membership organisation, every year thousands of people join the Oddfellows for both the extensive range of financial and practical benefits that are available, as well as the network of social events and the opportunity to make new friends. This year the Oddfellows are celebrating their bicentenary with a whole host of events taking place throughout 2010.

EDITORIAL CONTENT

As an important membership communications tool, the *Oddfellow Magazine* offers its readers a mix of latest news from the organisation mixed with health, travel, history and leisure features of interest and linked to the membership. Produced in a glossy, full colour format it is little surprise that it was given a unanimous endorsement by the members in their recent reader survey.

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 second 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 over 66,000 members

PUBLISHING

Spring issue

- Published: 12th April
- Loose insert delivery: 31st March
- Copy deadline: 12th March

Autumn issue

- Published: 8th October
- Loose insert delivery: 27th September
- Copy deadline: 20th August

ADVERTISING DETAILS

Ratecard:

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

Production:

- | TYPE AREAS | (height x 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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