

The Civil Service Retirement Fellowship was founded in 1968 to provide a support network for the increasing number of retirees from the Civil Service and their beneficiaries. The CSRF, with over 65,000 members and over 400 social groups, is dedicated to making retirement a fulfilling and enjoyable experience!



WINTER 2009

avanti
MAGAZINE

Magazine of the CSRF

CELEBRATING AGE

We explore why age is no barrier to success & wellbeing

NEWS • LETTERS • PUZZLES • GROUP LISTINGS • JOAN BAKEWELL INTERVIEW

SPONSORED BY THE CIVIL SERVICE INSURANCE SOCIETY

GREY POWER SERIES CONTINUES to remain a dominant force in our society today and with a readership in excess of 120,000 **avanti** gets to the heart of this social group providing them with an intelligent mix of features including food & drink, travel, current affairs and lifestyle interviews. As the official magazine for the Civil Service Retirement Fellowship **avanti** also provides a valuable mouthpiece for the organisation to connect and talk to their members.

EDITORIAL CONTENT

avanti OFFERS READERS a rich mix of editorial strands that are designed to connect with and reflect the retired lifestyle of the readership. As the member magazine for the Civil Service Retirement Fellowship, the Civil Service vein runs throughout the magazine with articles and interviews with retired and serving members on all aspects of their life and careers as well as what has occupied them since retirement.

Combined with this you'll find features on travel, food, health and leisure that sit alongside reader offers, puzzles and competitions. With the intelligent readership catered for by a quality mix of writing styles, **avanti** reinforces its credentials as a top quality member magazine.

LETTERS

Reader's LETTERS

DEALING WITH DIVERSITY
I am particularly interested in the article on diversity in your recent issue. I am a retired teacher and I have worked in the Civil Service for many years. Diversity and inclusion are not just buzz words, they are essential for the success of any organisation. As a retired person, I have seen the benefits of a diverse workforce and I believe that the Civil Service should continue to lead the way in this area.

PEN PALS
Dear Sir,
I would like to meet a lady who lives in the Midlands and who is interested in the history of the Midlands. I have written a book on the history of the Midlands and I would like to know if you would be interested in reviewing it. My name is Mrs. J. Smith and I live in Birmingham.

GLORIOUS GARDENS
Dear Sir,
I was delighted to read your article on the history of the garden in the Midlands. I have a garden in the Midlands and I would like to know if you would be interested in writing an article on the history of the garden in the Midlands. My name is Mrs. J. Smith and I live in Birmingham.

CONGRATULATIONS ON CASCADING
Dear Sir,
I was delighted to read your article on the history of the garden in the Midlands. I have a garden in the Midlands and I would like to know if you would be interested in writing an article on the history of the garden in the Midlands. My name is Mrs. J. Smith and I live in Birmingham.

FEATURE

UNDER THE SPOTLIGHT

SIR MICHAEL PARKINSON

WORDS BY JULIE KERRING



SIR MICHAEL PARKINSON is best known as the interviewer of all TV interviewees who have a story to tell. He has interviewed everyone from the Queen to the Pope, from the Beatles to the Rolling Stones, and from the most famous to the most obscure. He has been a part of some of the most memorable moments in television history.

What's your secret?
I've always been a bit of a showman. I like to be in the spotlight. I like to be the one who is asking the questions. I like to be the one who is making the headlines.

And why you became involved in the making of the film?
I was always interested in the film industry. I was always interested in the way that the film industry works. I was always interested in the way that the film industry makes its money.

When you were young, did you ever think you'd be a TV star?
I never thought of myself as a TV star. I was just a boy who liked to be in the spotlight. I was just a boy who liked to be the one who was asking the questions.

What was the biggest thing that happened to you?
The biggest thing that happened to me was when I was asked to interview the Queen. It was a huge moment for me. It was a moment that I will never forget.

FEATURE

HOME BREW

By [Author Name]

Home brewing is a hobby that has become increasingly popular in recent years. It is a hobby that allows you to create your own beer, wine, or cider. It is a hobby that is both fun and profitable. It is a hobby that is perfect for anyone who enjoys a good drink.

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GROUP WATCH

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Celebrating 100th Birthday 2024

Maud
I had the pleasure of speaking at the 100th birthday celebration of Maud, a member of the Northern Ireland Group. Maud is a wonderful woman and it was a pleasure to be able to share her story with everyone.

A 'Bonnie' Trip to the Highland Branch
I had the pleasure of speaking at the 'Bonnie' trip to the Highland Branch. It was a wonderful trip and it was a pleasure to be able to share my story with everyone.

GROUP WATCH

THE CHANGING FACE OF THE CIVIL SERVICE: WOMEN IN THE SERVICE

ATTENTION TO THE ROLE OF WOMEN IN THE CIVIL SERVICE AFTER WORLD WAR TWO

PROVIDING AN ESSENTIAL SERVICE DURING THE WAR WHEN THEY TOOK OVER MANY OF THE DESK JOBS VACATED BY MEN, WAS THE POST-WAR CLIMATE A DAWN OF NEW HOPE FOR WOMEN'S EQUALITY OR DID IT TAKE SOME TIME FOR THE SUN TO SET ON THE REINFORCEMENT OF ROLES AND RESPONSIBILITIES WITHIN THE CIVIL SERVICE?

JOHANNA THORNTON LOOKS AT THE HISTORY OF THIS EVOLUTION AND CHATS WITH MANY OF OUR FEMALE MEMBERS ABOUT THEIR THOUGHTS AND RECOLLECTIONS.

PUZZLE PAGES

GENERAL KNOWLEDGE QUIZ

1. What is the capital of France?
2. What is the highest mountain in the world?
3. What is the name of the planet that is closest to the sun?
4. What is the name of the planet that is furthest from the sun?
5. What is the name of the planet that is in the middle of the solar system?

WINNING WORDS

1. [Word]
2. [Word]
3. [Word]
4. [Word]
5. [Word]

CIRCULATION & FREQUENCY

Distribution

65,000 Direct Mailed to members with a further 4,000 sent to key civil service departments reaching those approaching retirement

Frequency

QUARTERLY – Spring, Summer, Autumn and Winter

Readership profile

AGE PROFILE

All readers aged 55yrs and over,

14% aged 55-65yrs

64% aged 65-80 yrs

22% aged 81+

86% ARE AGED OVER 65 YEARS

50/50 gender split

Reader Feedback

93.2% enjoy reading **avanti**

96.7% are satisfied to very satisfied with balance and relevance of editorial features

88.1% spend more than half-an-hour reading avanti

46.5% pass on their copies

48.7% are married

46.5% command an annual income of at least £18,000

88.9% own their own homes

78.1% enjoy one or more holidays a year

70.1% feel that the quality of advertising within **avanti** is good, very good or excellent

66.5% buy products on mail-order

(Results of 2008 member survey)

Advertising Rates

DISPLAY ADVERTISING

Full Page: £2,950

Half Page: £1,675

Quarter page: £900

LOOSE INSERTS – £40 cpt up to 10g

ADVERTISING AGENCY DISCOUNT 10%



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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PUBLISHING SCHEDULE 2010

Spring

Published: 19th February
Copy deadline: 4th February
Insert delivery date: 10th February

Summer

Published: 28th May
Copy deadline: 12th May
Insert delivery date: 19th May

Autumn

Published: 27th August
Copy deadline: 11th August
Insert delivery date: 18th August

Winter

Published: 12th November
Copy deadline: 22nd October
Insert delivery date: 3rd November



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