

# The Standard – Media Information 2010

## Facts:

- Quarterly magazine
- Mailed to Great British Mobility Group database  
125K contacts at May 2010 and increasing by approx 3K per month  
All contacts have responded to advertising and are not cold contacts  
59% over 65  
38% between 51-65  
60% Female  
40% Male
- GBMG ROI 446%

## Size:

- A4 Display advert ( 265 x 185mm) 3mm bleed and crop marks for full page only
- Bleed 305 x 218 mm / Trim 297 x 210 mm / Type 277 x 190 mm
- Half Page: 131 x 186 mm

## Insert Information:

- Extra Insert Weight = Up to 25g
- No more than 2 inserts per issue
- Preferred weight per insert = 5g

## Costs:

- £45 per thousand
- Display adverts:

Full Page	£1,950
Half Page	£1,100
Quarter Page	£600

## Autumn issue:

Publication date: 29th October  
Copy deadline: 22nd September  
Insert delivery: 8th October

## For further information, please contact:

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