



# THE PENSIONER

## MEDIA INFORMATION 2010

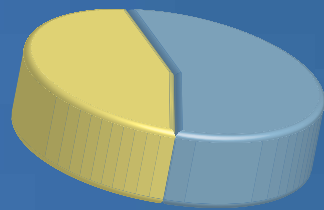
The Civil Service Pensioners Alliance (CSPA) is a campaigning and lobbying group for pensioners from the Civil Service and related pension schemes. They are the only organisation recognised by Government Departments, Agencies, etc as speaking for all Civil Service pensioners. The Alliance secured index linking for Civil Service Pensions in 1972 and since then have both defended the link and campaigned to achieve a wide range of improvements in Civil Service Pension arrangements, State Pensions and other services & facilities for pensioners generally.

Established for over 60 years The Civil Service Pensioner will be home mailed to over 53,000 members of the CSPA on a quarterly basis. Editorial is a mix of campaigning issue's including recent campaigns such as access to free education and leisure activities and a substantial increase in the winter fuel payment. Coupled with lifestyle and regular features content of travel, chuckle corner and a Dear Editor column.



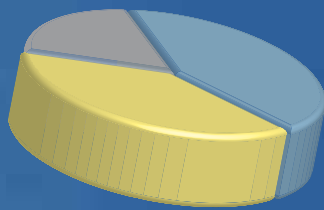
## Readership

### Gender Split



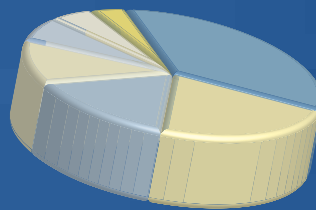
55% male  
45% female

### Biggest age group sectors



60-70 years – 38%  
70-80 years – 35%  
80+ years – 19%

## The Pensioner Distribution



London & South East 34%, South West & South 22.5%,  
North 15%, Midlands & East Anglia 11%, Northern Ireland  
7.5%, Scotland 6%, Wales 4%

## Display Advertising Rates

Outside Back Cover	£2,950
Inside Covers	£2,750
Full Page	£2,450
Half Page	£1,590
Quarter Page	£950

## Production Details

Width x Height	Type (mm)
Double Page Spread	280 x 190
Full page	130 x 190
Half page	130 x 95
Quarter page	62 x 95

## Publishing Schedule

### Spring Issue

Publication Date 1st March, Copy Deadline 8th January

### Summer Issue

Publication Date 1st June, Copy Deadline 12th April

### Autumn Issue

Publication Date 1st September, Copy Deadline 9th July

### Winter Issue

Publication Date 1st December, Copy Deadline 8th November

## Artwork Format

All digital (PDF, TIFF, EPS, JPG) advertising images (CMYK) should have a minimum of 300 dpi at the correct printing dimensions. All fonts, images must be supplied with the document and a colour proof.

## Copy Approval

All copy is subject to approval by The Civil Service Pensioners Alliance

## Contact Details

### Advertisement Sales

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## Insert Delivery Deadline

**Spring issue** between 15 February 2010

**Summer issue** between 17 May 2010

**Autumn issue** between 16 August 2010

**Winter issue** between 15 November 2010

