

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!



GREY POWER CONTINUES to remain a dominant force in our society today and with a readership of 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.



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%



Keeping Up Appearances

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

avanti – Magazine of the CSRF

PUBLISHING SCHEDULE 2009

Spring

Published: 20th February
Copy deadline: 4th February
Insert delivery date: 10th February

Summer

Published: 29th May
Copy deadline: 12th May
Insert delivery date: 19th May

Autumn

Published: 4th September
Copy deadline: 11th August
Insert delivery date: 20th August

Winter

Published: 13th November
Copy deadline: 23rd October
Insert delivery date: 3rd November



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