

lifestyle

THE MAGAZINE FOR MOTABILITY SCHEME CUSTOMERS

MEDIA INFORMATION



RATES ● CONTACTS ● SPECIFICATIONS



A FRESH APPROACH...

Welcome to Lifestyle, the magazine for Mobility customers. Lifestyle is the UK's largest circulated, UK disability magazine, with some 522,000 customers.



About Motability:

- Since 1978 Motability has supplied over 1,700,000 cars, scooters and wheelchairs to disabled people.
- Motability customers account for 7% of all new cars and 5% of all new wheelchairs sold in the UK.
- There are over 522,000 scheme customers.

About Lifestyle:

- Circulation: 522,000 ABC
- Distribution: Home mailed
- Frequency: Quarterly - January, April, July, October

About the readership:

- Male 58%, Female 42%
- Age breakdown: up to 34 years 15%, 35-54 years 39%, 55 years + 46%

Over 1.5 million people in the UK qualify for the Higher Rate Mobility Component of Disability Living Allowance from the Government. What they choose to do with that money is entirely up to them. Currently, 522,000 have chosen to have their allowances paid to the Scheme to meet the cost of having a car, powered wheelchair or scooter through a contract hire or hire purchase arrangement.



Display Rates:

Page Rate

Outside Back Cover	£16,445
Inside Back Cover	£14,465
Inside Front Cover	£13,585
Full Page	£12,265
Half Page	£8,745
Quarter Page	£5,445
Loose insert rates available on request	
Agency Commission	10%

Copy approval

All copy is subject to approval by The Big Agency

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Production details

Double page spread:	Type area: 390w x 277h
(mm)	Bleed size: 416w x 303h
	Trim size: 410w x 297h
Full page:	Type area: 185w x 277h
	Bleed size: 211w x 303h
	Trim Size: 205w x 297h
Half page vertical:	Type area: 90w x 277h
Half page horizontal:	Type area: 185w x 133h
Quarter page:	Type area: 90w x 133h

Artwork format

Please supply finished artwork on CD (Quark, PDF or eps) or ISDN to 020 7388 9714

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