



**Insert Dispatches:**

**58,000 / Month Australia (NSW Only)**

**Customers Sourced via:**

Membership / Subscription

**Customer Profile:**

The magazine reaches 58,442 subscribers by direct mail each month from February to November. *Bowls NSW* and *Lifestyle Options* maintain a strong readership in excess of 120,000. It is the largest sports-specific magazine in Australia, as well as being New South Wales' second-largest subscription-based magazine. Read by both men and women, *Bowls NSW* and *Lifestyle Options* magazine reaches a responsive audience, the great majority being retirees in the 45+ demographic. Our magazine reaches readers with disposable incomes and substantial leisure time on their hands. The readers are a mature but active market who own their own homes and three-quarters of whom come from either a professional or skilled background. Their most popular pastimes and hobbies - apart from bowling - are gardening, reading, music, fishing, photography, films/videos, boating and attending concerts/theatres. *Bowls NSW* and *Lifestyle Options* readers are great travellers, and 9 out of 10 plan to travel within and close to Australia in the next three years.

**Purchase History:**

N/A . Subscription based list.

**Restrictions:**

Trim size 265mm x 185mm

**Investment:**

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\$140-00 / £00 (Part run)  
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Larger / heavier inserts (POA)  
+ 10% GST for Australian customers  
(Minimum order 15,000 inserts)

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