



Prospects:

46,000 Active Subscribers Australia
14,000 Active Subscribers NZ

100,000 Expired Subscribers Australia (0 - 6 Mths)
30,000 Active Subscribers NZ (0 - 6 Mths)

Customers Sourced via:

Direct Mail

Customer Profile:

TIME provides its readers in-depth analysis of world events unparalleled by any other publication.

It has broad, compelling reporting on; news, business, travel, health, fashion, arts, entertainment, technology and politics. It is supported by powerful and arresting photojournalism.

File Breakdown:

Australian Subscriber Profile; 64% male readers, 22% female readers and 14% unknown gender. 43% of the readership base is aged 25-49. 36% of readers are in the AB socio-group and the remaining are in the C socio-group. In total, 60% of TIME's readers are in the highly sought-after upper socio groups. 46% are currently employed full time, 32% earn \$60,000+ and 43% have a household income of \$80,000.

New Zealand Subscriber Profile: 66% males and 20% female, 14% unknown gender. 55% of readers are skewed to age bracket 18-49. TIME readers belong in the top NZSEI levels, 59% of readers are in the top three. The magazine reaches professionals, senior government officials, managers and executives. In total 11% of readers are in these positions which is 35% above the national average. Personal income of \$60,000+ is 67% higher than the national average and household income of \$80,000+ is 43% higher than the national average

Selections:

Gender, Postcode and Active or Lapsed Subscribers.

Investment:

USD\$380-00 / £00 Subscribers
USD\$310-00 / £00 Expired

\$350-00 Flat set up, establishment & delivery fee

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(Minimum order 5,000 records)

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