

Choice

THE ESSENTIAL MAGAZINE FOR THE OVER 50'S

Choice JULY 2019

Get the most out of life

SAVE:

Visit Monet's garden
Summer sun holidays
In the footsteps
of Mr Darcy

**Giant step
to the Moon**

Do you remember Batman?

Discover

- Britain by motorhome
- The Cotswolds
- Cruising on the Somme

YOUR MONEY
and your rights
packed with the
best advice

Tom Jones
I'm working-class and proud of it

Make your cash go further • Reduce your dementia risk • Create burgers for the barbie

£3.30

Discoveries

Backwater cruising
River boat operator Blackwaters is opening up waterways the big cruisers can't reach. Norman Wright sets sail on the River Somme in France

IN YOUR GARDEN
The RSPB's Vanessa Amaral-Rogers offers pointers on what to look out for over the summer

Garden birdwatch

Look out for granny's tomatoes

Love in the air for the deer

Blowfly angry birds

The gardener's friends

Bliss for butterflies

Autumn's angry birds

Autumn's angry birds

Choice JANUARY 2019

Get the most out of life

SAVE: on a Cornwall break

Understanding Danish interior design

Money mistakes to avoid in retirement

When silence is NOT golden

Buying a home in later life

Discover

- The British Lakes
- Brighton Tower
- South West

YOUR MONEY
and your rights
packed with the
best advice

Steve Coogan
Comics wanting to be taken seriously

When a snack can kill • Pirate Radio memories • Anger at the "death tax"

£3.30

Choice FEBRUARY 2019

Get the most out of life

WIN: A forest break

Choice Cruise Guide

Do you remember 1969?

Keep your brain sharp

Avoid car repair rip-offs

Women on WWI frontline

Masterchef recipes

Discover

- Heartbeating Buxton
- Bramall Hall

YOUR MONEY
and your rights
packed with the
best advice

Bob Dylan
Voice of a generation

Save: On luxury Jersey holiday • Plus...How to get a bargain city stay

£3.30

Choice MARCH 2019

Get the most out of life

ARIZONA SPECIAL
Sunrise in Monument Valley

Will you find a lost pension?

What to do about back pain

Born on the border

magic of Motown

YOUR MONEY
and your rights
packed with the
best advice

Ruth Wilson
Star who shines from celebrity

Save: 30% on luxury Cotswold breaks • Finding your roots • Enjoy great Welsh food

£3.30

Choice APRIL 2019

Get the most out of life

SAVE: 35% on Padstow escape

FA Cup Final as war loomed

Sugar and spice recipes

Switch and save on power bills

Alexander Armstrong
Twitnime quiz star is far from polished

YOUR MONEY
and your rights
packed with the
best advice

Could you be a house-sitter • Hip hop hopes • Family history websites for free

Discover

- Shopping Spree
- Arizona's west "coast"
- Sizewell Castle

£3.30

MEDIA INFORMATION 2020

Choice

THE ESSENTIAL MAGAZINE FOR THE OVER 50'S

For over 40 years, *Choice Magazine* has been providing a wealth of independent information, practical advice and exciting ideas for people over 50.

It's a modern, glossy magazine but, just like our readers, as well as an up-to-the-minute outlook, we have retained our values and common sense!

Established, independent and trusted....

Every issue is 132-pages, each a glossy magazine packed with practical, essential information and inspiring photography. The heart of each issue is the 16-page Your Money and Your Rights section that helps readers make the most of their money, property and assets. Readers can even send written questions to our panel of independent experts and have access to a 24-hour, free legal helpline service. Other regular features include: health, travel, motoring, fitness, DIY, hobbies, food and drink.

We are independent and not beholden to any parent company or vested interest, so our advice and stance can be trusted by readers – many of Britain's top companies

buy our Retirement Planning Files for their retiring staff.

Choice also aims to help readers defend other assets like their health, family, relationships, time and talents. We then provide practical and inspiring ideas to use and enjoy those assets.

Our motto is *Get the most out of life* and that's just what readers and advertisers get from *Choice*.



Independence isn't the only factor that sets us apart from other magazines in the market.

- 95% of our sales are subscriptions mailed every month to individual addresses.
- Our readers are committed to *Choice* - every copy is paid for and not at token prices, most pay around £25 a year.
- Our readers are both men and women, just over 60% are female.
- An impressive list of blue chip companies and public sector organisations buy *Choice* subscriptions for employees as part of their retirement planning. Nearly 50% of those go on after their initial company subscription to buy the magazine in their own right.
- The company subs are a perfectly targeted source of refreshing our database. New readers are constantly added throughout the year through this and other targeted direct marketing.



Choice

Active, Affluent and Dynamic Readers

Choice readers are firmly in the group of the 50 plus population that have high disposable income.

Choice therefore delivers an extremely well targeted and highly valuable audience who are committed to getting the most out of life. More than 80% fall within the ABC1 groups.

But much more than that.

■ They spend a lot of time making the most of their assets (40.8% say the Money and Rights section is the top reason for buying *Choice*). This means they are high users of financial services, they look after their property well (93% are homeowners) and are willing to shop around for a good deal.

■ They keep their middle-age going strong by staying active, keeping up with modern lifestyles and travelling the world. A *Choice* reader on average takes five holidays a year (two main and three short breaks). They love taking cruises and visiting newer exotic destinations like China and South America as well as the old favourites at home and in Europe.

■ To enable them to keep up the pace they watch what they eat, take supplements and try to keep fit. They use anti-ageing cosmetics and like to dress fashionably.

■ But there's a more serious side to their leisure time. More than 35% do voluntary work. 70% express an interest in supporting charities.

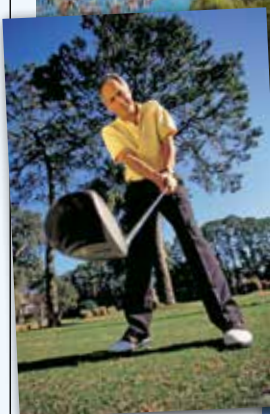
■ Although 74% have no dependent children, just under half have living parents, hence their interest in property and products aimed at an older group.



REACHING YOUR TARGET AUDIENCE

READER FACTS

- 84% are ABC1
- 60% are female
- 80% are married or living together
- 48% are aged between 60 and 70
- 29% are under 60, 23% over 70
- 30% have a pension or income of more than £30k
- 93% own their home
- 83% have children
- 74% of their children are not dependent
- 83% of those with children have grandchildren
- 46% have living parents



The 50+ market continues to be the most affluent and growing sector in the UK

- 17m+ are over 50 today, rising to 20m+ by 2020
- They have a combined annual spending power of £260 billion in the UK
- They enjoy financial freedom with small or zero mortgages and own 80% of all private wealth
- Many will continue to benefit from the fast disappearing final salary pension schemes
- They are the fastest growing segment of internet users
- They are highly responsive to advertising and prepared to buy, test and switch to new products

Sources TGI and Government Actuary

Choice ADVERTISING RATES

DISPLAY

Display Page	£2495
Outside Back Cover	£3495
Inside Front Cover	£2950
Inside Back Cover	£2750
Double Page Spread	£4295
Half Page	£1495
Quarter Page	£795
Advertorial Page	Price on request
Inserts	Price on request

Sponsorship/branding positions available on request

CLASSIFIED

Single column cm	£30.00 per cm
Lineage	£1.50 per word, minimum 20 words

Series discount available on application

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ANGELA COE Copy Production - 01733 362700 - Email choice@atgraphicsuk.com

MECHANICAL DATA

SPACE	SIZE	BLEED AREA	TRIM
Double Page	250mm x 392mm	281mm x 426mm	275mm x 420mm
Full Page	250mm x 186mm	281mm x 213mm	275mm x 210mm
Half Page Portrait	250mm x 90mm		
Half Page Landscape	122mm x 186mm		
Quarter Page	122mm x 90mm		

ON SALES DATES

FEB 20 OUT 31 JAN
MAR 20 OUT 28 FEB
APR 20 OUT 27 MARC
MAY 20 OUT 24 APR
JUNE 20 OUT 29 MAY
JULY 20 OUT 26 JUNE
AUG 20 OUT 31 JULY
SEPT 20 OUT 28 AUG
OCT 20 OUT 25 SEP
NOV 20 OUT 30 SEPT
DEC 20 OUT 27 NOV
JAN 21 OUT 18 DEC

COPY DEADLINE

10 JAN
07 FEB
06 MAR
01 APR
07 MAY
05 JUNE
10 JULY
07 AUG
04 SEP
09 OCT
06 NOV
27 NOV

INSERT DEADLINE

15 JAN
12 FEB
11 MAR
06 APR
12 MAY
10 JUNE
15 JULY
12 AUG
09 SEP
14 OCT
11 NOV
2 DEC

Specific copy dates and full copy instructions will be issued with order confirmation.

ADVERTISING SALES

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REGULAR ADVERTISERS IN CHOICE INCLUDE:



■ Guaranteed positions – subject to negotiation and availability

■ Agency commission given at 10%

■ Loose and bound inserts accepted subject to approval: Inserts optioned for 5 working days only.

■ Advertisement cancellations must be given in writing no later than 10 weeks prior to publication date.

■ Should a series of advertisements be cancelled before completion, a surcharge will be made in accordance to the discount given.