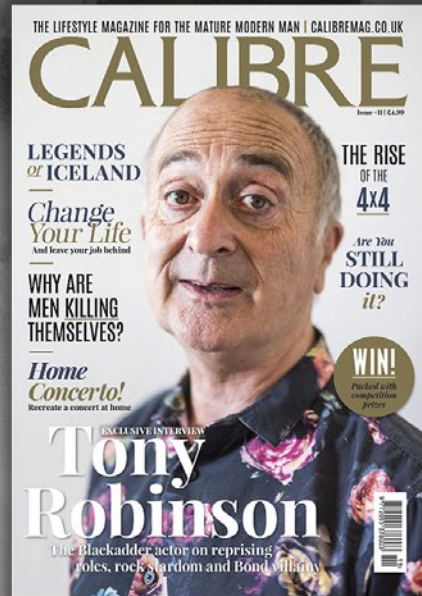


THE LEADING LIFESTYLE MAGAZINE TARGETING THE UK'S AFFLUENT & MATURE MALE AUDIENCE

CALIBRE

calibremag.co.uk

Media Information 2017



PUBLICATION DATES

- 13 1 JUNE 2017
- 14 7 SEPTEMBER 2017
- 15 2 NOVEMBER 2017
- 16 28 DECEMBER 2017



MAXIMISE YOUR REACH WITH
OUR MULTI-PLATFORM BRAND

THE MAGAZINE

Print: A4-sized, perfect bound, glossy,
full colour, printed to the highest standards

Cover Price: £4.99

Pagination: 164 pages

Content Ratio: 60% Editorial/40% Advertising

CONTENT AREAS:

- Lifestyle
- Technology
- Culture
- Food and Drink
- Travel
- Money

Exclusive interviews with famous names from our target demographic's generation, topical comment and debate on the serious and whimsical issues of today.

Content Source: 100% original content written by experienced writers, with significant contribution from authors intimately aligned with our target audience. We have compiled some of the wittiest and most insightful writers from across the country. Tongue-in-cheek, but with an acute eye for detail, our writers will always meet and exceed the expectations of our readers.

Design: Timeless yet contemporary with classic styling, strong, vibrant and sophisticated visuals.

Cover: Eye-catching design, high gloss 200gsm cover, featuring an iconic social hero or celebrity selected to pique our reader's interest.

RATES & SPECS

DPS:	420mm x 297mm
Full Page:	210mm x 297mm
Half Page:	186mm x 128mm

Inside Front Cover DPS:	£10,950
DPS:	£9,950
Full Page:	£5,950
Inside Front Cover:	£6,950
Outside Back Cover:	£7,950
Inside Back Cover:	£6,950
Half Page:	£2,950

Please see page 9 for full rate card
Additional 10% for advertorial content

What?

CALIBRE AT A GLANCE

CALIBREMAG.CO.UK



CLICK HERE
TO SEE A
SAMPLER OF OUR
LATEST ISSUE

CALIBRE magazine is the leading lifestyle magazine aimed at the UK's affluent, mature male audience. CALIBRE provides a diverse range of rich, in-depth content specifically attuned to the interests and passions of this lucrative demographic.

THE AUDIENCE

READERSHIP:
180,000

SOCIAL DEMOGRAPHIC:
AB/ABC1 demographic

AGE:
55 yrs+ (Core Market 60+)

GENDER:
Male

THE OPPORTUNITY

Circulation: 60,000 printed copies

Frequency: Bi-monthly

Shelf life: 8 weeks

Copy deadline: 2 weeks before release date

Nationwide print distribution by COMAG:

- WHSmith High Street and WHSmith Travel
- Martin/McColls
- Eason Ireland
- Waitrose and Sainsbury's stores
- All major stockists and independent newsstands

Additional distribution by Gold Key Media:

- 5 & 4 star hotels
- Airline lounges & departure gates
- Private members' clubs
- Cruise liners
- Golf clubs
- Yacht clubs

- Male grooming salons
- Private hospitals and clinics

Digital distribution:

- Selected features, article previews and extended content available online at calibremag.co.uk
- Online competition entries with email and demographic data capture
- 250,000 promotional emails sent to prospective subscribers
- Regular email newsletter and promotions for subscribers
- Multi-channel digital marketing through social media and affiliated partner promotions.



Why?

THE CALIBRE MAN

CALIBRE MAN is the alpha male of this demographic. He is active and passionate, takes pride in his accomplishments and is a keen student of life. Despite having been there and done that, he is forever curious and actively searches out new information and knowledge, which he is proud to pass on. Despite this place in our society, CALIBRE MAN is often unaccounted for. He finds there is no medium that speaks directly to him and in his voice with the trust, understanding and authority he has come to expect.

He abhors the OAP treatment and loathes being patronised. He demands that his knowledge, status and lifestyle are catered to intimately by the products and services he chooses to interact with. CALIBRE MAN is from an intelligent and inquiring generation that demands to know more.

CALIBRE MAN is from the original advertising-savvy generation and has been advertised to his whole life. He is highly aware and critical of advertising campaigns, especially those that are misguided when targeting his generation.

As accessible as he may first appear, sales approaches must be sensitively tailored to meet the needs of this very complex and sophisticated buyer.

55+ MEN SHOW AS MUCH INTEREST IN NEW BRANDS AS THE 30+ DEMOGRAPHIC. THEY HAVE THE TIME AND MONEY RESOURCES TO RESEARCH AND FIND NEW BRANDS THAT SUPPORT WHAT THEY NEED

25% TRY NEW PRODUCTS OR SERVICES AFTER SEEING THEM ADVERTISED — OPEN TO TRY NEW BRANDS AS THEIR INTERESTS DEVELOP AND ARE NOT AS BRAND LOYAL AS 20 YEARS AGO

PREDICAMENTS AND PROBLEMS, AMBITIONS AND EMOTIONS, THAT'S WHAT PEOPLE OVER 50 IDENTIFY WITH.

THEY HAVE A COLLECTIVE SPENDING POWER OF £175 BILLION IN DISPOSABLE INCOME, MORE THAN ANY OTHER AGE GROUP

BIG SPENDERS

- » 70% believe in paying more to get quality goods
- » They possess 80% of all private wealth and 85% have private pensions
- » 44% are prepared to pay extra for products that make life easier
- » 25% try new products or services after seeing them advertised

INDULGENT & PRUDENT

- » 27% More likely than average to have stocks and shares
- » 10% More likely than average to take 3+ holidays per year
- » 61% More likely than average to have unit trusts
- » 42% More likely than average to have been on a sea cruise within the last year
- » 52% More likely than average to drink Scotch whisky

FINANCIALLY FREE

- » No longer have mortgages
- » No longer have dependent children
- » Gaining assets from property portfolios
- » Liquid inheritance and inherited property
- » More likely to pay for private healthcare
- » Pension quality and security

Print Advertising Specifications



- ## *Naming files*

► Calibre0317_YOURCOMPANYNAME

File transfer

- # Digital Advertising Specifications



- ▶ Alternative mobile format
- ▶ Prominent placement
- ▶ Site-wide display
- ▶ Runs for 2 months (per issue display)

Please note: All of the above subject to change.

Why not?

CALIBRE VALUE

Publishing Schedule

- **CALIBRE MAGAZINE N°13**
On sale: 1 June 2017
(Copy Deadline: 2 May 2017)
- **CALIBRE MAGAZINE N°14**
On sale: 7 September 2017
(Copy Deadline: 8 August 2017)
- **CALIBRE MAGAZINE N°15**
On sale: 2 November 2017
(Copy Deadline: 2 October 2017)
- **CALIBRE MAGAZINE LUXURY ISSUE N°2**
On sale: 2 February 2017
- **CALIBRE QUARTERLY N°16**
On sale: 28 December 2017
(Copy Deadline: 1st November 2017)



CALIBRE MAGAZINE is published by
Hurst Media, United House, North Road,
Islington, London N7 9DP
www.hurstmediacompany.co.uk

Editorial Features

- **CALIBRE coverstar**
We deliver an in-depth interview with an emphatic social icon
- **The CALIBRE Debate**
Our social media followers discuss the issues of today
- **Road Test**
High-end cars as seen through the eyes of our expert
- **Audiophile**
The latest trends in high-end home audio equipment
- **In The Frame**
Get the most from your digital camera and latest kit
- **Competitions**
Top competitions and prizes from CALIBRE partners
- **World Travel**
Real world reviews of luxury holiday destinations
- **Taste of Tech**
Themed reviews of the latest technology for your home, office and garden
- **Homes and Gardens**
Ideas and inspirations throughout the year
- **CALIBRE Fashion**
The styles and fashion of the movie stars
- **Food & Drink**
Top recipes from celebrity chefs, restaurant reviews and advice from our wine experts
- **Health**
The latest ideas and advice for men
- **Exhaust Pipe**
Regular comment from Rick Wakeman

Rate Card

STANDARD RATES	
► Double A4 Page Spread (DPS) Colour	£9,950
► Full A4 Page Colour	£5,950
► Half A4 Page Colour	£2,950
► Quarter A4 Page Colour	£1,450
ADVERTORIAL RATES	
► Advertorial – Content Provided (includes design) Standard size rate	+10%
► Advertorial – Full Production (includes design, copywriting and image sourcing) Standard size rate	+20%
PREMIUM RATES	
► DPS Inside Front Cover	£10,950
► Inside Front Cover	£6,950
► Outside Back Cover	£7,950
► Inside Back Cover	£6,950
► Facing the Foreword	£5,950
► Full Right Hand Page/Content Positioned	£5,950
DISCOUNTS	
► Series Booking Discount	-10%
► Pro-forma/Advanced Payment Discount	-2%
DIGITAL RATES	
► Tower banners	£4,950

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