



choice

choice

choice

rds

choiceaward

#tvch awards

#tvch awards



MEDIA PACK

ABOUT TV CHOICE

TV Choice is the biggest-selling and best-value listings magazine on the market in the UK. It's a friendly, easy-to-use guide to the best TV shows of the week for all the family. It is fantastic content at the unbeatable price of 62p.

THE READER

The TV Choice reader is 45-64 and loyal to the magazine, picking it up weekly as a force of habit and trust for the brand. Watching TV is their favourite pastime, as within their social life it is a preferred topic of conversation.

Sharing opinions on the latest TV is important to a TV Choice reader, and they do so by writing letters to the magazine that then shared in the magazine every week.

Often retired or in the latter stages of work, it is the reader's perfect go-to for planning that week's TV.

The TV Choice reader seeks to find the best deals and appreciates good value for money – a reason why they love the magazine.

* 7 IN 10 TV CHOICE READERS ARE FEMALE (72%)

* MEDIAN AGE: 62

* 39% ABC1

* 53% RETIRED

* 58% HAVE CHILDREN

* 41% HAVE GRANDCHILDREN

OUR READERS LOVE...

85%

TV LISTINGS

80%

COMPS
AND PUZZLES

72%

BEST OF
THIS WEEK'S TV

FEATURES

Our featured pieces and interviews with television's top stars gives readers an in-depth look at their favourite shows from their favourite stars



COMPREHENSIVE LISTINGS

Our extensive, simple-to-read daily listings provides readers with Picks of the Day and soap choices across all channels to indicate the week's highlights to our readers.

FILM CHOICE

Our comprehensive, in-depth film section details the top blockbusters to old classics across pay-per-view to Freeview channels

SPORTS PLANNER

Handy and accessible to our readers, the sports planner brings together all sports highlights of the week into one place

SOAP PLANNER

Soaps are one of our audience's most popular TV genres, this planner provides a fun and extensive preview of what's to come in the week ahead.



MAGAZINE

Packed with highlights of all the best programmes, a great movie guide and the latest on all of the soaps, it's a great-value, trusted magazine for the whole family.



TVCHOICEMAGAZINE.CO.UK

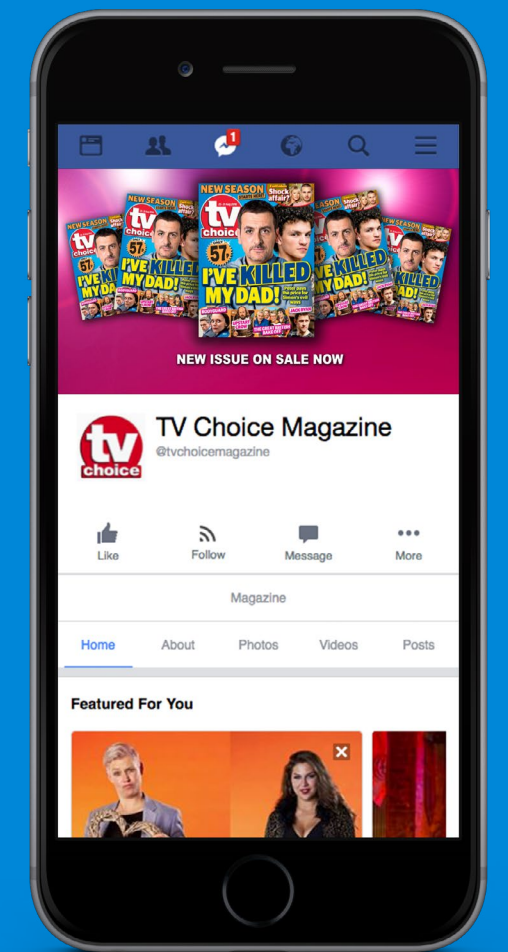
Tvchoicemagazine.co.uk sees around 240K users every month. The website features a mix of content on interviews and soaps plus offers fantastic competitions and opportunities to Be On TV! Readers can also look back at The TV Choice Awards over the years and reminisce over those previous TV highlights and fashion stand-outs

FACEBOOK, TWITTER, INSTAGRAM

Facebook has grown to become an online community for the readers of the magazine and tv lovers. After 3 months since launching the page TV Choice has reached 7,100 likes organically and continues to grow with huge engagement. 68% of page fans are female with the remaining 32% male.



TV Choice's Twitter provides a consistent feed of the latest TV content as well as breaking news on upcoming shows/storylines, and set visits from our TV Choice writers. Our account has a well-established following of 137,000 followers that boasts consistent engagement with the regular posted content.



TV Choice Instagram has showed great engagement with 'choices' of the day, and awards content. Prior to our account being launched, the hashtag '#tvchoiceawards' was used most commonly on Instagram against all other social platforms in the 2016 awards. This platform continues to grow as the visual focus lends itself to appeal to TV Choice's awards focussed audience with fashion and celebrity proving popular.



TV CHOICE AWARDS

The TV Choice Awards is the magazine's annual awards ceremony, voted for by the readers. The glitzy event combines the biggest household names with the biggest TV listings magazine and was established 21 years ago. PR coverage of The Awards is huge and independently valued at £169million*.

*(KANTAR)



AD RATES

DISPLAY

Full page: £18,700
IBC: £18,100
OBC: £19,500
DPS: £34,000

ADVERTORIALS

Full page: £23,375
DPS: £42,500

PRODUCTION

For production rates, please contact
your Creative Solutions Sales person.

INSERTS

Bound-in: On Application
Tip-on: On Application
Loose insert: £32 CPT

CONTACTS

ADVERTISING

HEAD OF MAGAZINE BRANDS:

Anu Short
Anu.short@bauermedia.co.uk

GROUP BRAND DIRECTOR:

Sarah Forsey
sarah.forsey@bauermedia.co.uk

CREATIVE SOLUTIONS:

Laura Stern
laura.stern@bauermedia.co.uk

REGIONAL SALES:

Katie Kendall
katie.kendall@bauermedia.co.uk

