



***Take a
Break***

MEDIA PACK

THE MISSION

Take a Break has comfortably been the biggest-selling and best-loved women's weekly in the UK for more than 20 years, and is at the heart of families and communities. Launched in 1990, one in 14 CIC2DE women in the UK reads Take a Break every week, and it sells one copy every second.

Take a Break's mix of real life, fashion, beauty, food, home, travel and competitions attracts a hugely varied readership. Readers can be anything from 18 to 80, they are likely to own their own home, and to be married and have children. Its universal appeal is the strength of its reader relationship. The magazine is for and by the readers. They tell us what they are interested in, and we respond. It is read exceptionally thoroughly, has very strong reader loyalty and is read for longer than any of its competitors.

Take a Break also publishes a number of brand extensions totalling over 10million copies per year.





THE READER

Take a Break readers are aged 25 to 51, and 1.2million of them are mums — who are not just head of their household, but also the decision makers on which brands make it into the house. Our readers put their family and friends first, but are active and engaged members of their wider community. They are keen shoppers and make up a fifth of the UK grocery spend.

Take a Break is an exceptionally interactive magazine. Everything about the magazine is inclusive and involving. Take a Break is more than a magazine — it's an interactive focal point for female communities, not only offering advice and support, but actively campaigning for a better world.

TAKE A BREAK COMMUNITY

Take a Break readers love to share their lives and are extremely interactive with the magazine — every week we receive more than 100,000 reader communications. We have a social media community of 100,000 and a growing following on YouTube.

Take a Break World is the place for readers to share photos and memories. Brainwaves is where readers share tips and bright ideas, and Readers to the Rescue gives a platform to share problems and exchange advice. Inspired by our readers, we have established campaigns on a range of topics including screening for cervical cancer and tougher sentences for killers, and we run regular competitions for talented pets, deserving brides and good neighbours.

PUZZLES AND COMPETITIONS

Offering the highest prize value every week, **Take a Break's** puzzles are loved by our readers and are an integral part of the magazine.

REAL LIFE STORIES

Take a Break was the first real-life magazine to hit the shelves, back in 1990, and has paved the way for this genre since then. The stories tackle tough subjects and do so with a supportive narrative to them. They can make you laugh, make you cry and while they can be sometimes shocking, the magazine tries to have a positive spin on every situation.





BRAND EXTENSIONS

As well as **Take a Break** magazine, we also publish a number of brand extensions (monthly specials, puzzles etc) that sell more than 10million copies a year.

These bring additional **Take a Break** content and community to even more readers.



HEALTH, FASHION AND BEAUTY

Our readers want to look and feel their best — and they love their homes — so we offer a mixture of expert and community advice in every area. Our health advice is relevant and provided by our trusted in-house doctors who are practising GPs.

The fashion pages are full of affordable and wearable fashion, and our beauty pages help readers with practical and relevant expert advice and showcase a selection of brands from the high street to high-end and everything in between — while our homes pages offer inspiration for transforming our readers' homes on a budget.

COOKERY AND TRAVEL

Take a Break recipes offer quick and easy meals to make for busy mums, but with a twist! The affordable but tasty options on our food pages inspire dinners to be a bit more daring and let the kids test their taste buds. Our travel pages give practical and inspiring ideas for a range of breaks to suit everyone. We look at all destinations and tailor them for all needs and all budgets.



AD RATES

DISPLAY

Full page: £22,920

IBC: £24,240

OBC: £26,400

DPS: £45,840

ADVERTORIALS

Full page: £28,650

DPS: £57,300

PRODUCTION

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

INSERTS

Bound-in: On Application

Tip-on: On Application

Loose insert: £32 CPT

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