



“Reach 200,000+* influential women across England and Wales”

200,000 members*

66% ABC1 68%

mortgage-free

***current membership numbers**

Who are the WI?

The Women's Institute (WI) was formed in 1915 to revitalise rural communities and encourage women to become more involved in producing food during the First World War. Since then the organisation's aims have broadened and the WI is now the largest voluntary women's organisation in the UK.

The WI celebrated its

centenary in 2015 and has over 200,000 members* in approximately 6,600 WIs.

The WI plays a unique role in providing women with educational opportunities and the chance to build new skills, to take part in a wide variety of activities, and to campaign on issues that matter to them and their communities.

theWI

Meet the members

INSPIRING WOMEN

So who are our readers? We run regular surveys of the WI membership. From this we know that our core membership is ABC1 (66%), and therefore have a higher than average household income. Results also show that respondents' incomes are 30% higher than the national average.

The WI are big spenders on cosmetics, clothes, books and gardening. One other thing WI members do really well is taking holidays. WI members take 3+ holidays per year on average. 36% of members will take between 3 and 6 holidays a year, so if you're promoting a cruise, a villa in France, or a rural retreat in the UK, then WI members will be keen to book with you.

- **Age range** – we know members vary in age. We have 18 year old members, but we know this is the minority. 90% are 45 and over.
- **Home owners** – 68% of members own their own home and are mortgage free, adding to their disposable income and their potential to purchase your products and services.
- **Time-rich** – 64% of members are retired. Others work full or part time, and many volunteer. Our members largely have time to spend looking at products and services, and exploring new hobbies
- **Children** – 58% of members have children over the age of 18, and 60% have grandchildren under the age of 18, so gift ideas for younger generations are always popular.
- **Travel** – as you'd expect with a fairly affluent and time-rich audience, members love to travel and generally take 3 or more holidays a year. If you're a travel-related company, look no further! We estimate our readership spend over £217 million each year on holidays.
- **Hobbies** – 69% love reading, 61% love cookery, and 60% are keen gardeners. 58% are passionate about wildlife and the environment, and 60% of members are also keen crafters. Health, the Arts, and National Heritage are all of keen interest to more than 55% of our readership.
- **Deals** – 58% of members surveyed said they were more likely to respond to an advert if it carried a special WI discount or offer.
- **Charity** – WI Life offers an ABC1 audience who have both the time and the money to donate to your charity. It is estimated that 90% of WI members donated to charities last year, and they gave over £18 million in charitable donations.

*source: WI Life Readership Survey – March 2016



WI Life remains the only way to reach all 200,000+ members and to access this affluent and engaged audience.**

*source: WI Life Readership Survey – March 2019

** current membership numbers

Summing Up

Our members are affluent, older women, who are largely recession proof have the time to travel and spend money. They are not impulse buyers, but loyal purchasers who look for high quality goods and high standards of service. They are highly responsive to good offers, and intelligent/educational marketing from you. They are also extremely responsive to good causes. What better audience could you ask for?

Classified Advertising Rates **Semi Display (Excl VAT)**

Double page spread £3,250

Full page colour £2,000

Half page colour £1,260

Quarter page colour £780

Double page advertorial £7000

Full page advertorial £4000

WI CLASSIFIED Marketplace RATES (ALL EXCL. VAT)

Centimetre x Single column A single column is 4.5cm wide

3cm x1: £132

4cm x1: £176

5cm x1: £220

6cm x1: (16th page) £264

Eighth Page (95mm W x 60 mm H) £400-£500



Classified Lineage Members Rates (For in Magazine and online):

First 19 words – £40.00 per issue with every additional 5 words being a further £8.00. excl VAT

Non-members:

First 15 words – £50.00 per issue with every additional 5 words being a further £10.00. excl VAT

WI Life



SPEC SHEET FOR ADVERTISING

WI Life is a high quality glossy full colour magazine printed on 60gsm paper.
We ask that all artwork is supplied with careful adherence to our specification to ensure a high quality finished product and smooth production process

DOUBLE PAGE SPREAD

Provide as 2 separate single, full page PDF's

TYPE AREA 247mm (h) x 406mm (w) TRIM SIZE 279mm (h) x 432mm (w)

SIZE WHEN INC BLEED 285mm (h) x 438mm (w) **NB: 3mm BLEED AND CROP MARKS ESSENTIAL**

**HALF PAGE
VERTICAL**
95mm
255mm

**QUARTER
PAGE**
95mm
125mm

**CLASSIFIED
SINGLE
COLUMN
WIDTH**
45mm

**CLASSIFIEDS
1/8 PAGE**
95mm (w)
x 60mm (h)

**HALF PAGE
HORIZONTAL**
194mm (w)
x
125mm (h)

NO bleed/crop/printer's marks please!

FULL PAGE TYPE AREA

247mm (h) x 191mm (w)

PAGE TRIM SIZE

279mm x 216mm (w)

SIZE WHEN INC BLEED

285mm (h) x 222mm (w)

**NB 3mm BLEED AND
CROP MARKS
ESSENTIAL**

PDFs must be PDF Version 1.3 (Adobe Acrobat 4.0 compatible)

PDFs in other versions, or that contain transparency are not accepted by our printers

Copy should be submitted by email to: wilife@nfwf.org.uk