

# Yours

FACTS & FIGURES

RATES

CONTACTS

HOME

QUIT



Yours, the best selling  
lifestyle magazine for the  
50+ woman

**CIRCULATION 344,438\***

\*SOURCE: ABC JAN - JUN 07

**READERSHIP 683,000\***

\*SOURCE: NRS APR 06 - MAY 07

THE READ OF  
YOUR LIFE  
EVERY FORTNIGHT

# Yours

**FACTS & FIGURES**

**RATES**

**CONTACTS**

**HOME**

**QUIT**



## **FACTS AND FIGURES**

- The over 50's are the UK's fastest growing demographic
- They are richer, more diverse, healthier and happier than ever before
- Yours is suited to the faster moving life of today's 50+ generation
- Offering advertisers an enhanced media opportunity for targeting this lucrative audience
- The Yours team is dedicated to providing the most innovative campaign solutions to achieve your marketing objective
- Solutions that get your brand under the skin of the 50+ women audience in a proven environment

**THE READ OF  
YOUR LIFE  
EVERY FORTNIGHT**

# Yours

FACTS & FIGURES

RATES

CONTACTS

HOME

QUIT



## YOURS RATES

Double page spread £18,480

Full Page £10,950

Half page £5,650

Quarter page £2,975

Outside back cover £13,375

Inside Front Cover £12,235

Inside Back Cover £12,235

## ADVERTORIALS

Advertorial DPS £20,573

Advertorial Page £13,950

## CLASSIFIED

per centimetre Mono £64

per centimetre Colour £70

## YOURS MECHANICAL DATA

Full Page Trim 297 x 210mm

Full Page Type 267 x 180mm\*

Full Page Bleed 309 x 222mm\*\*

Half Page Hor Type area 131 x 180mm

Half Page Ver Type area 267 x 88mm

Quarter Page Type area 131 x 88mm

THE READ OF  
YOUR LIFE  
EVERY FORTNIGHT

Double Page Spread All DPS adverts must be supplied as two single pages plus bleed. Please refer to measurements provided above.

\* PLEASE DO NOT PUT LIVE MATTER OUTSIDE OF THE TYPE AREA

\*\* PLEASE ALLOW 6mm BLEED

# Yours

FACTS & FIGURES

RATES

CONTACTS

HOME

QUIT



## FOR FURTHER ADVERTISING INFORMATION PLEASE CONTACT

Lara Anderson, Ad Director  
T: 020 7347 1840  
E: [lara.anderson@emap.com](mailto:lara.anderson@emap.com)

Michael Kalli, Ad Manager  
T: 020 7347 1916  
E: [michael.kalli@emap.com](mailto:michael.kalli@emap.com)

Claire Gleeson-Landry, Senior Sales Executive  
T: 020 7874 0583  
E: [claire.gleeson-landry@emap.com](mailto:claire.gleeson-landry@emap.com)

Natalie King, Sales Executive  
T: 020 7874 0243  
E: [natalie.king@emap.com](mailto:natalie.king@emap.com)

Laura Fordham, Sales Executive  
T: 020 7874 0573  
E: [laura.fordham@emap.com](mailto:laura.fordham@emap.com)

Sheena Vadher, Classified Sales Executive  
T: 020 7874 0394  
E: [sheena.vadher@emap.com](mailto:sheena.vadher@emap.com)

THE READ OF  
YOUR LIFE  
EVERY FORTNIGHT