

Opportunities for advertisers



DISTRIBUTION

Delivered door-to-door to carefully selected homes

18,000 copies every month

3,500 free pick up in David Lloyd and selected stores

E-edition available to 219,276 unique users (Omniture, Q3 2014)



Available at:

Waitrose, Beaconsfield

Tesco, Amersham

Sainsbury's, Beaconsfield

Sainsbury's, Marlow

Waitrose, Gerrards Cross

Tesco, Princes Risborough

ELITE

BENEFITS TO ADVERTISERS

- Exclusive solus delivery means Elite is only delivered to the most affluent homes giving you privileged access to this hard-to-reach, high-wealth audience
- Elite gives advertisers the opportunity to feature in a range of targeted editorial environments, including Health, Fashion, Homes, Food and Drink, and Motoring
- Take advantage of our team of professional graphic designers who are on hand to help you promote your business to the best effect. This design and advice service is free
- Elite is all about quality, from the exclusive audience to the high-grade glossy paper. By advertising in the magazine you will be rubbing shoulders with the best local businesses
- Published by Newsquest, Elite is the sister publication to leading local newspaper the Bucks Free Press. With that backing behind us you can be sure our door-to-door distribution claims are accurate — guaranteeing you a loyal local audience for your brand

Elite readership
worth talking to

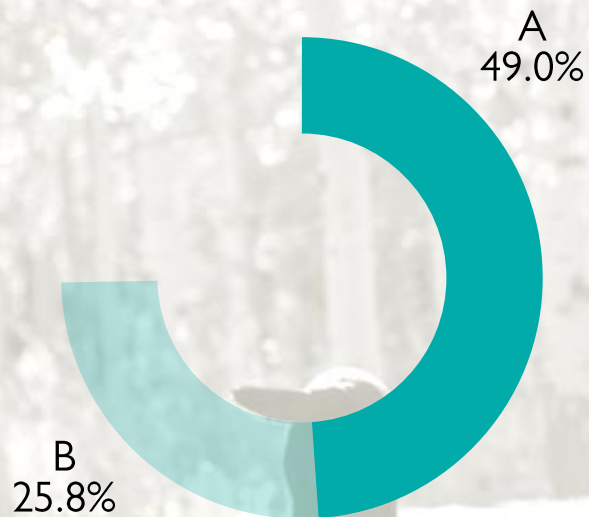


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SOCIAL GRADE

91.2% of readers are social grade ABC1

They are 2.75 times more likely to be classed as A than the UK average



77% of readers are in the Mosaic Group A: Alpha Territory

People with substantial wealth who live in the most sought after neighbourhoods

Key Characteristics:

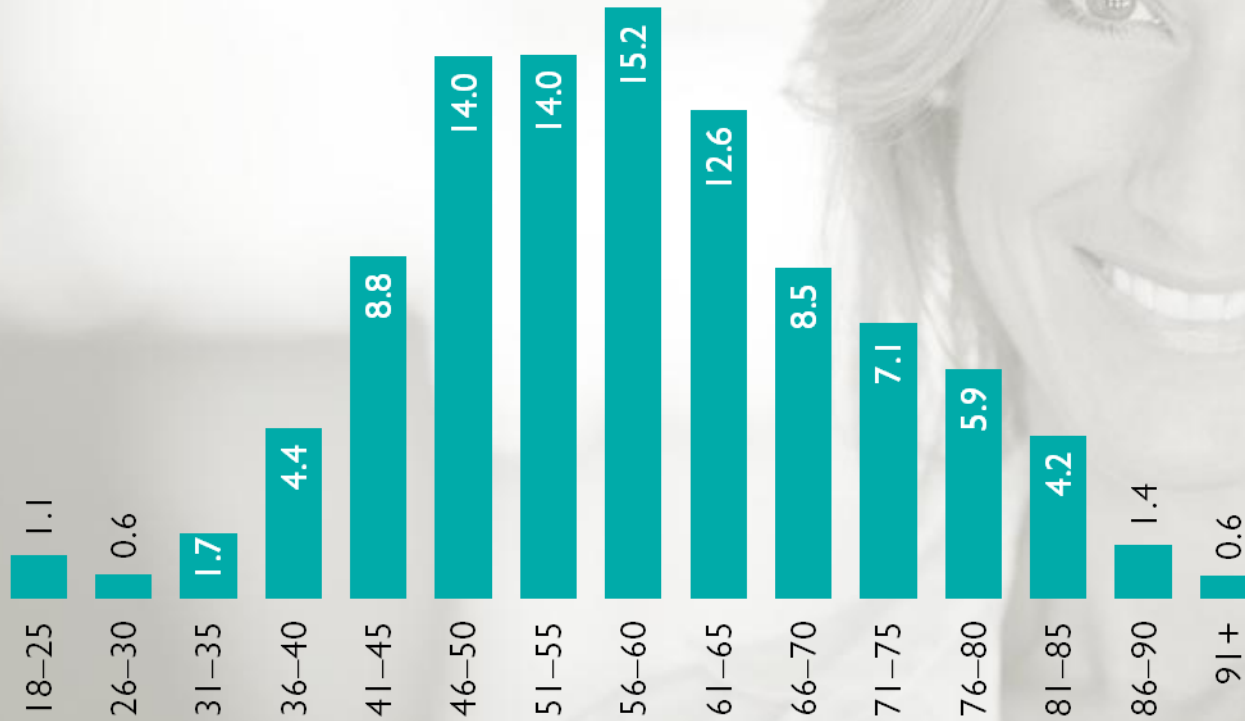
- Comfortable
- Substantial incomes and investments
- Large homes
- Extensive gardens
- Sought-after areas
- Carefree family life
- Hardworking
- Premium brands
- Heritage

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AGE

43.2% of readers are aged between 46 and 60

Readers are most likely to be in their 50s and 60s



HOUSEHOLD

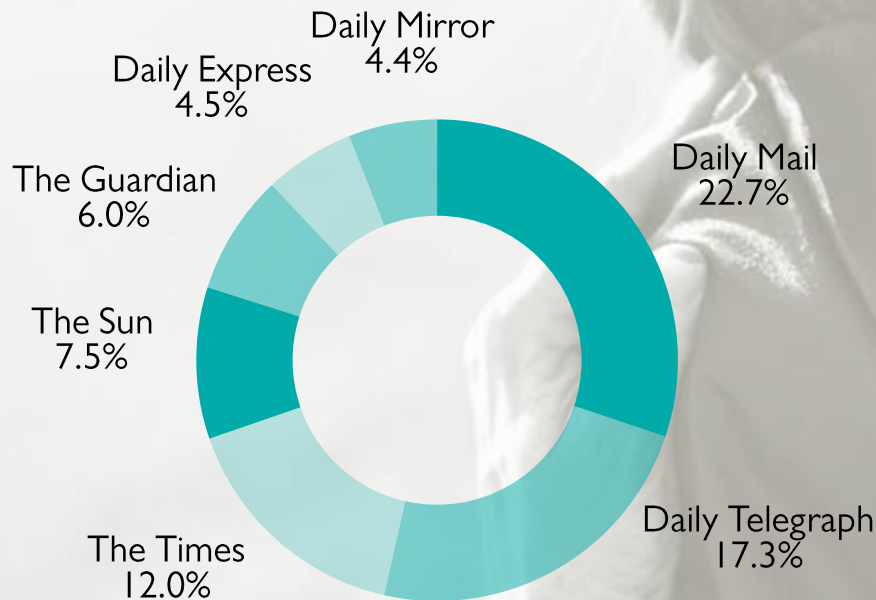
30.3% have an adult child living with them

65.9% are married. 76.1% of them have been married for 20 years or more

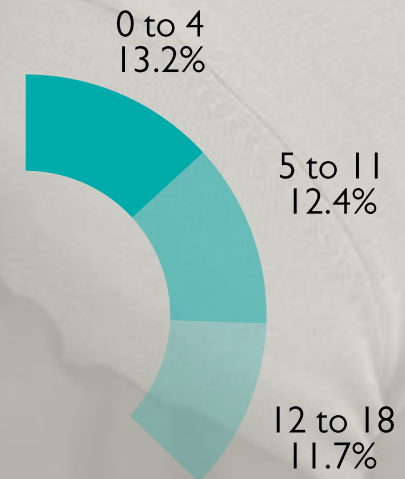
24.6% are “doing their best to be green”

70.2% are happy with their standard of living

Newspapers read



Age of youngest child



Editorial platforms



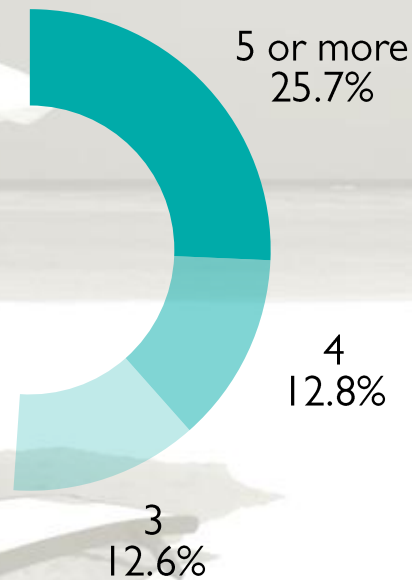
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TRAVEL

Elite readers are twice as likely as the rest of the UK to take five or more holidays in a year

13.6% took holidays that lasted more than 14 nights

Holidays in the past year



HOMES & INTERIORS

99.2% of readers own their own home

Readers are 5 times more likely to live in a detached house than UK average

Elite is delivered into “the halo of wealth around London” dubbed *Superbia* by the Sunday Telegraph



Type of residence



Detached
93.1%

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FOOD & DRINK

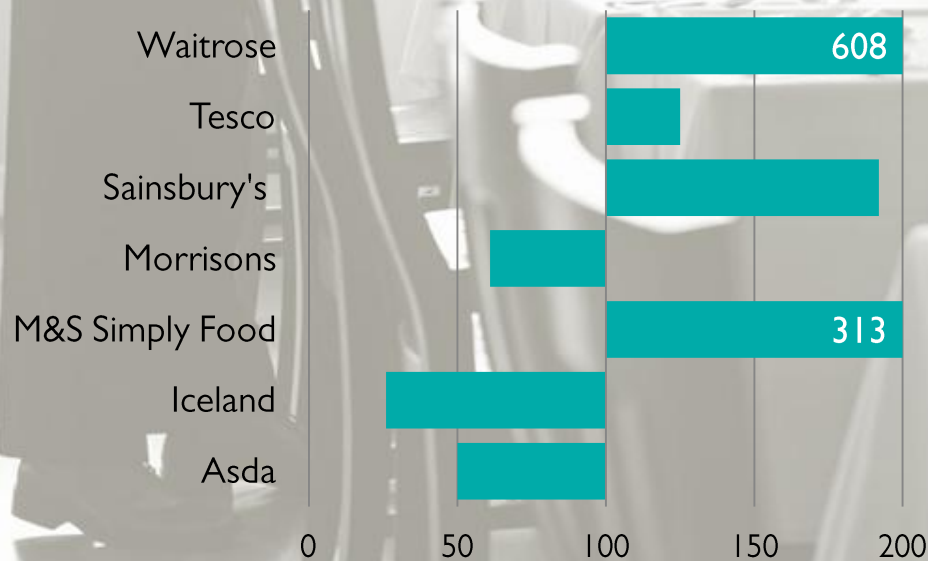
Elite readers are discerning foodies who respect the provenance and seasonality of their ingredients

68.6% regularly visit restaurants

73.4% drink wine at home



Shops visited



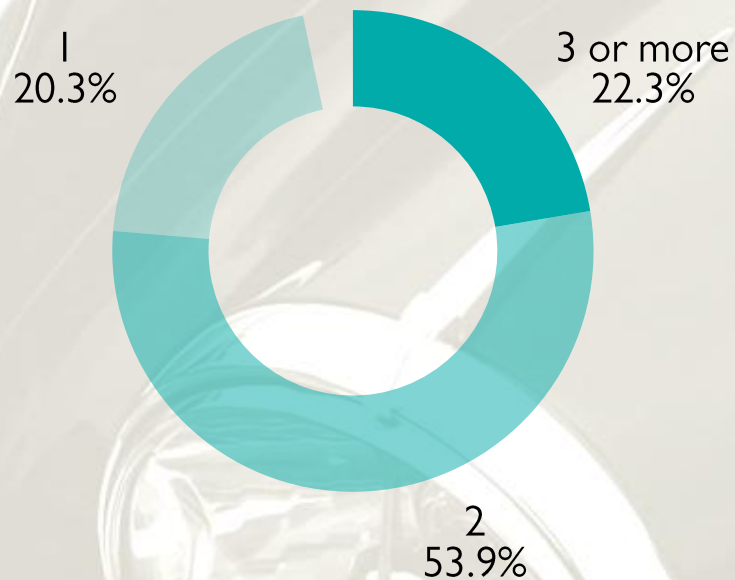
CARS

15.1% agree with the statement: *“You can judge a person by the car they drive”*

Elite readers are 2.7 times more likely to have 3 or more cars

Readers are likely to change their car after 3 years

Number of cars per household



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FASHION

Readers agree with the following statements:

“I only buy really good quality products”

“If I like something, I just buy it”

But they disagree with the following:

“When buying clothes I care more about style than quality”

On average readers will travel 8.9 miles to buy clothes



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Rates, discounts and mechanical data



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PUBLICATION DATES

| Issue | Copy deadline | Magazine published |
|---------------|----------------------------|----------------------------|
| February | 16 th January | 23 rd January |
| March | 13 th February | 20 th February |
| April | 20 th March | 27 th March |
| May | 17 th April | 24 th April |
| June | 15 th May | 22 nd May |
| July / August | 19 th June | 26 th June |
| September | 14 th August | 21 st August |
| October | 18 th September | 25 th September |
| November | 16 th October | 23 rd October |
| December | 13 th November | 20 th November |
| January 2016 | 11 th December | 18 th December |

ADVERTISING SIZES

| Issue | Width | Depth |
|-------------------------------------|---------|--------|
| Full page with bleed | 216 mm | 303 mm |
| Full page with bleed (trimmed size) | 210 mm | 297 mm |
| Full page (no bleed) | 186 mm | 270 mm |
| Half page (landscape) | 186 mm | 130 mm |
| Half page (portrait) | 90.5 mm | 265 mm |
| Quarter page (landscape) | 186 mm | 60 mm |
| Quarter page (portrait) | 90.5 mm | 130 mm |

| Display rates | 1 month | 4 months | 11 months |
|-------------------------|-------------|-------------|------------|
| Outside back cover | £750 | £675 | £600 |
| Pages 2 and 3 spread | £950 | £850 | £750 |
| Inside back cover | £550 | £495 | £440 |
| Inside front cover | £550 | £495 | £440 |
| Full page | £500 | £450 | £400 |
| Half page horizontal | £300 | £270 | £240 |
| Half page vertical | £300 | £270 | £240 |
| Quarter Page horizontal | £175 | £157.50 | £140 |
| Quarter Page vertical | £175 | £157.50 | £140 |
| Elite Directory | £12 per scc | £11 per scc | £9 per scc |

| Property rates | 1 month | 4 months | 11 months |
|----------------|---------|----------|-----------|
| Full page | £325 | £293 | £260 |
| Half page | £170 | £153 | £136 |

| New Homes rates | 1 month | 4 months | 11 months |
|-----------------|---------|----------|-----------|
| Full page | £325 | £293 | £260 |
| Half page | £170 | £153 | £136 |

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magazine

To advertise call [01923 216 200](tel:01923216200)

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