



Shire Magazine readers will typically:

- have a higher disposable income
- typically have two cars per household
- go on one week or longer holidays twice a year
- take short breaks
- strongly agree that private education is preferable
- are married with children
- care about the environment
- eat out once a week
- keep an average of two pets
- will pay for professional home improvements
- enjoy gardening
- buy local produce to support local retailers

RESEARCH INTO THE READERS OF SHIRE MAGAZINE SHOWS

 typically own their home

 are aged 35-75

84%



of readers have visited a town or attraction as a result of magazine coverage

82%

have tried a restaurant, pub or visited a hotel as a result of magazine coverage



79%

are ABC 1

62%



are women

59%

visited a store as a result of reading a local magazine



61%

have attended an event or day out as a result of magazine coverage

WHY ADVERTISERS LOVE SHIRE MAGAZINE

1 With 45,000 copies picked up, there are over 100,000 local readers per issue, the region's largest magazine audience

2 Available in all major supermarkets and hundreds of outlets throughout the region

3 All copies are actively picked up by keen readers, not put through letterboxes

4 Advertising prices are at a much lower cost per reader – see table on page 'Are You Getting Value for Money?'

5 Each issue shows fantastic quality editorial, advert design and print

6 Shire Magazine is the essential Whats On information source covering all events and attractions

7 Each issue is read time and again over two months as a handy day out guide

8 100,000 engaged and enthusiastic readers you can reach for as little as £49.50 per month (1/8th page = £99, each issue covers two months)

