

media information



The Magazine

Every month *Somerfield magazine* gives its readers a minimum of 68 pages of inspiring, delicious recipe ideas, and also the latest product and instore information.

Editorial profile

Somerfield magazine aims to be the most trusted and accessible supermarket magazine in an increasingly sophisticated market. Whether our reader needs inspiration for everyday meals or special occasions, *Somerfield magazine* is her best friend in the kitchen.



Hannah Smith
Editor

Recipe for success

Somerfield magazine plays a vital role within our marketing mix, communicating messages that fully engage with our customers. We have seen the title drive and strengthen positive customer perceptions of the brand, reinforcing our expertise and helping customers get more from their store.

Nathalie Synnott
Marketing Manager

The Facts

- Launched 1989
- Frequency – 13 issues per year
- Distribution – free instore in purpose-built holders

Readership

- NRS Jan – Dec 2008 **2,789,000**

Circulation

- ABC Jul-Dec 2008 **1,144,485**

The magazine generates a good level of active response, particularly encouraging purchases.

61% bought a product as a result of seeing it in the magazine*

55% used a recipe*

37% used a voucher or vouchers*

38% visited a store*



*APA Advantage Study 2008 (Millward Brown).

Advertising

Rate card

DPS	£35,950
Full page	£19,950
Half page	£13,275
Inserts	£30 per thousand (max. weight 10 grams)
Inserts	£45 per thousand (10 grams and up)

Advertorials

Written and designed by us

DPS	£4,500 extra
Full page	£2,500 extra
Page/feature sponsorship	£5,000
Supplement sponsorship	Costs on request

All rates are exclusive of VAT. Agency discount is 10%.

Brochure panel page

Full	£1,200	H 52mm x W 45mm
Half	£750	H 25mm x W 45mm

Contact

Dan Jefferson: Non-supplier Ad/Inserts Manager

Email: dan.jefferson@psprarepublishing.co.uk

Direct Line: 020 7566 9918

Address: PSP Rare Publishing
3rd Floor
21 Great Sutton St
London EC1V 0DY

PSP Rare contact for supplier advertising

Lee Peacock – Account Handler

Direct Line: 0117 989 7803

Mobile: 07754 918457

Supplier advertisers must speak to
The **Somerfield Buying Team** on 0117 935 9359.



Creative Solutions

We are able to offer an array of creative solutions: from advertorials to feature sponsorships. Please talk to us and we will create an advertising package for you.



Production

- All advertising is subject to Somerfield copy approval.
- Please supply low-resolution PDF for copy approval. Once approved, please supply final high-resolution PDF to the production team.
- Insert samples must be supplied for approval prior to booking.
- There will be a £40 charge if an iris proof or cromalin is not supplied.



Mechanical Specifications

	Trim width	Trim height	Type area width	Type area height	Bleed all around	Gutter
Full page	210mm	240mm	190mm	220mm	3mm	N/A
Half Page Horizontal	210mm	120mm	190mm	105mm	3mm	N/A
Half Page Vertical	105mm	240mm	90mm	220mm	3mm	N/A
Double Page Spread	420mm	240mm	190mm per page	220mm per page	3mm	10mm

Production Contact

Lucy Addison – Production Manager

Email: lucy.addison@psprarepublishing.co.uk

Direct Line: 0117 989 7813

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