



Exceptional lists - Exceptional Results

BRAND NEW data to the market!!



Britain's best subscribers

With 60,000 live, year one subscribers, the Magazine Group is a run away success having generated subscriptions to the UK's most loved titles. Whether to top of the tree fashion reads or the biggest selling car mags; this file is oozing brand flavour.

It is available by highly selective magazine genre - from Food and Home, to Leisure through to Women's Fashion and Men's Health. **There are over 100 subject areas to choose from - test us with your target market!**

Selectable Genres:

- B2C
- B2B
- Career and Industry
- Computers and Technology
- Entertainment
- Food and Home
- Hobbies & Leisure
- Lifestyle
- Motoring and Transport
- News and Current affairs
- Sport
- Women's Interest

The data is 80% B2C with a heavy accent towards high earning females with money (if not time) to spend on leisure pursuits. Subscribers are web savvy being 100% recruited through the internet. Providing your offer is right, this is the most switched on responsive groups available. But they are not just cute - they are loyal too, with a large proportion staying on to take up a full time subscription.

For more information, or same day counts and selections, please contact myself or Omar on 01353 667733 or email wdr@wyverndm.co.uk.

We look forward to hearing from you soon.

Richard

