

The Cat

magazine

MEDIA PACK



The UK's most widely
read cat magazine



Welcome to *The Cat*

Since 1931, *The Cat* magazine has been informing and entertaining cat lovers all over the UK. Far from just being a charity newsletter, *The Cat* is a well-read consumer publication with the distinction of being part of the UK's largest and best-known feline welfare charity.

Each issue is packed with a variety of news, views and features on a range of issues affecting cats and their owners' lifestyles. We highlight and test the latest products available, offer expert advice from vets and behaviour specialists, get the low-down from cat-loving celebrities and provide a forum for discussing cat care issues.

We are committed to bringing our readers the latest developments from the cat care world so that they and their cats can continue to get the best out of their relationship.



Francesca Watson
Editor

www.thecat.org.uk



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ABOUT THE CAT

The Cat is...

A quarterly magazine that is direct-mailed to **26,000** supporters in the UK and includes:

- Features on cat-related subjects
- News and interviews with celebrities
- Letters and views
- Competitions and giveaways
- Tests of cat products on the market
- Advice from our resident gardening expert
- Articles and advice from vets and behaviourists

Cats Protection is the UK's leading feline welfare charity. Formed in 1927, the charity rehomes and reunites over **55,000** cats, and neuters around **150,000** every year. The charity also provides a source of expert advice and information about cats for the general public. *The Cat* magazine has been the charity's flagship publication for over **75 years** and is a respected source for supporters looking for information, advice and opinion on the latest trends and recommendations in cat welfare.

Editorial team contact:

T 01825 741 276 (975)

E editorial@cats.org.uk

The Cat magazine, Cats Protection,
National Cat Centre, Chelwood Gate,
Haywards Heath RH17 7TT



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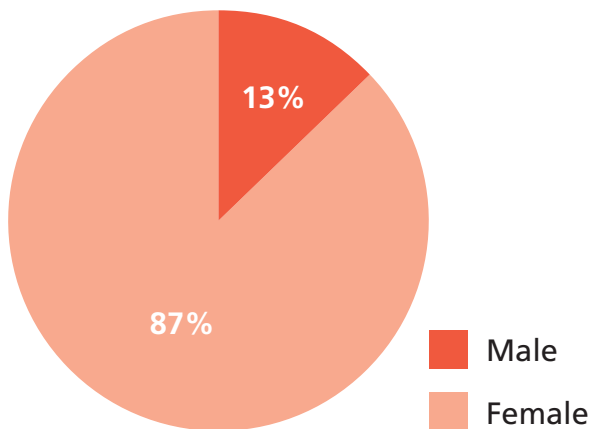
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ABOUT OUR READERS

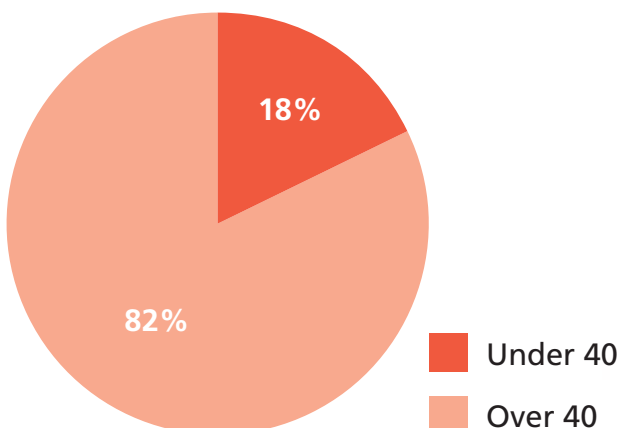
Our readers are...

Predominantly affluent females, aged 40 plus in the ABC1 category, 90 per cent of whom own at least one cat.

Gender



Age



The Cat magazine readers have a high disposable income as well as ample leisure time available.

Their particular interests include:

- Gardening
- Environment and wildlife
- Travel
- Gourmet food and wine
- Photography
- The National Trust
- Classical music
- Competitions

Cat stats

- There are **9.5 million** pet cats in the UK
- Cat owners spend **£4 billion** on their cats each year
- **65** per cent of cat owners have had a pet for over 10 years



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ADVERTISING RATES

Copy and publication dates 2011

Issue	Copy Date	Publication Date
Spring	24 January	25 February
Summer	25 April	27 May
Autumn	25 July	26 August
Winter	24 October	25 November

Standard positions

Advert Size	Cost
DPS	£3,000
Full page	£1,500
1/2 page	£800
1/4 page	£550
1/8 page	£300
1/16 page	£150
1/32 page	£100

Premium positions

Outside back cover	£1,600
Inside front cover	£1,550

Inserts

Loose inserts under 10g
£55 per 1,000
(other weights on request)

Rates are exclusive of VAT

All new advertising is subject to the approval of Cats Protection



Advertising contact:

Terry Lock Media Sales Ltd

T 01372 276 233

E tslock@terrylockmediasales.co.uk

W www.terrylockmediasales.co.uk

Terry Lock Media Sales Ltd, 3 Forest Way, Ashted, Surrey KT21 1JN

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TECHNICAL SPEC

Standard positions

Advert	Size (height by width)
2 DPS	Trim: 297 x 420mm Bleed: 5mm (final size 307 x 430mm) Type: 276 x 400mm
1 Full page	Trim: 297 x 210mm Bleed: 5mm (final size 307 x 220mm) Type: 276 x 190mm
1/2L 1/2 page	Landscape: 136 x 190mm
1/2P	Portrait: 276 x 93mm
1/4L 1/4 page	Landscape: 66 x 190mm
1/4P	Portrait: 136 x 93mm
1/8 1/8 page	66 x 93mm
1/16L 1/16 page	Landscape: 30 x 93mm
1/16P	Portrait: 66 x 44.5mm
1/32 1/32 page	30 x 44.5mm



- Adverts must be provided in high-resolution CMYK PDF format and saved as Acrobat 4 (PDF 1.3)
- All images must be at least 300dpi and all fonts embedded
- No spot colours

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