

animal life

THE SUPPORTERS MAGAZINE PUBLISHED BY THE RSPCA, WILBERFORCE WAY, SOUTHWATER, HORSHAM, WEST SUSSEX RH13 9RS



About the magazine

animal life is the most authoritative animal welfare magazine aimed at people who care about animals.

By advertising in *animal life*, it is your opportunity to support the world's largest and oldest animal welfare charity while reaching a responsive and dedicated audience with your product or service.

Spring and Autumn 2011 circulation: 450,000
(members, cash donors, legacy pledgers and regular givers).

Total readership: 900,000.

Summer and Winter 2011 circulation: 30,000
(members only).

Total readership: 60,000.

Readership profiles

RSPCA regular givers (cash) are:

SEX: ● 70 percent female ● 30 percent male

AGE: ● 24-44 – 10 percent ● 44-54 – 12 percent ● 55+ – 72 percent

RSPCA regular givers (direct debit) are:

SEX: ● 72 percent female ● 28 percent male

AGE: ● 24-44 – 34 percent ● 44-54 – 21 percent ● 55+ – 37 percent

KEY LIFESTYLE CHARACTERISTICS:

Wildlife/environment, pets, eating out, watching films, fashion, jogging/fitness, CDs/records, going to the pub, slimming, foreign travel.

RSPCA members are:

SEX: ● 75 percent female ● 25 percent male

AGE: ● 24-44 – 31 percent ● 44-54 – 20 percent ● 55+ – 40 percent

KEY LIFESTYLE CHARACTERISTICS:

Wildlife/environment, pets, charity/voluntary work, National Trust, gardening, hiking/walking, theatre/culture/arts, current affairs, fine art/antiques, photography.

Socio-economic group:

- ABC1 – 45 percent
- C2DE – 55 percent

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COPY DEADLINES:

- Spring – 23/2/2011
- Summer – 18/5/2011
- Autumn – 10/8/2011
- Winter – 9/11/2011

PREFERRED FORMAT:

PDF files supplied CMYK, 300dpi with fonts embedded.

Please include crop marks and 3mm bleed.

Pass4press job options or printer specific settings are available on request. Please email: animallife@rspca.org.uk and write 'Pdf settings' in the subject field.

All artwork must be accompanied by a cromalin or high-quality colour proof.

Terms and conditions apply and are available on request.

Mechanical details and advertisement rates

RATES EFFECTIVE JANUARY 2011 (FOR SPRING AND AUTUMN ISSUES ONLY)

Circulation: 450,000. Total readership: 900,000.

ADVERTISING SPACE

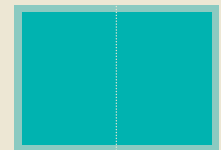
All measurements are in mm, height x width

- **Double page spread** £19,000
303 x 426 bleed 297 x 420 trim 277 x 400 type
- **Full page** £10,000
303 x 216 bleed 297 x 210 trim 277 x 190 type
Outside back cover
Inside front cover
Inside back cover
- **Half-page landscape** £5,250
125 x 174
- **Half-page portrait** £5,250
256 x 85
- **Quarter-page landscape** £2,750
60 x 174
- **Quarter-page portrait** £2,750
125 x 85
- **Eighth-page** £1,600
85 x 63
- **Sixteenth-page** £900
60 x 40

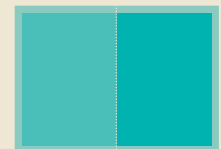
INSERT RATES

Insert rates are per thousand. Higher weights costed on application. Minimum run: 25,000. Maximum run: 435,000.

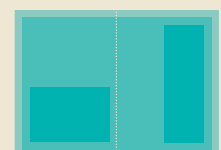
- **Weight up to 6gm** £60
- **7–9gm** £70
- **10–12gm** £80
- **13–16gm** £90



DOUBLE PAGE SPREAD

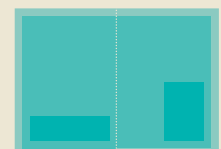


FULL PAGE



HALF-PAGE LANDSCAPE

HALF-PAGE PORTRAIT



QUARTER-PAGE LANDSCAPE

QUARTER-PAGE PORTRAIT



EIGHTH-PAGE

SIXTEENTH-PAGE



Editor's letter

From spring 2011, *animal life* – the official magazine of the RSPCA – will expand its circulation from c30k to c450k for two issues a year. This huge jump is due to us increasing our print run to include many of our supporters; we feel it is important to recognise their on-going loyalty and also keep them updated with all aspects of our work.

The new supporter circulation is made up of people who regularly give by direct debit, cash givers and those who have pledged to remember us in their wills.

animal life was launched in 1990, although the RSPCA has been producing a magazine since 1869. It has continued to go from strength to strength and become a must-read for adults interested in animal welfare.

The two bumper issues will be in the spring and autumn; the summer and winter issues will remain unchanged.

Amanda Smith, editor

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