

HEALTH | MONEY | TRAVEL | HOME
SAGA
AUGUST 2017 £4
SAGA.CO.UK/MAGAZINE



HEALTH | MONEY | TRAVEL | HOME
SAGA MONTHLY
SEPTEMBER 2017 £4
SAGA.CO.UK/MAGAZINE

10
types of
headache
Which one
is yours?

**What jolly
japes we had!**
75 years of
The Famous Five

**The Bank
of Gran**
The smartest
give

**Queen
of the
silver screen**

Dame Judi Dench on finding
later-life love – and losing her sight

*The iconic
magazine
for the
fastest-growing
demographic
in Britain*

Welcome to the new-look Saga magazine

Inspiring, informing and
entertaining Britain's
affluent over-50s for
more than 30 years

SAGA
keep doing

Saga Magazine now includes...

- **New** big-name columnists
- **New** motoring features
- **New** property features
- **Brighter** books, TV, film theatre and music coverage
- **More** homes and gardens content
- **More** money advice
- **Great** style content
- **Unbeatable** health coverage
- **New-style** food and drink articles
- **Male-appeal** opinion pages
- **Improved** user journey to drive readers online
- **Improved** advert placing

New!
Bill Bailey
Shares his take on the world

New!
Jo Brand
Agony aunt

Paul Lewis
Money expert

New!
Dr Mark Porter
Health expert



Saga Magazine in numbers



Our Subscribers

285,947 100% paid-for monthly subscribers

80% Retention rate

74% ABC1 Demographic



Our Audience

47% of new cars bought by over-50s

74% of household wealth held by over-50s

£2,190 on average spent per year by over-50s on cosmetics

78% are free of any mortgage

25% of over-50s check Facebook every day

48% of household expenditure

65% pay their bills online



Online Presence

944,040 unique sessions saga.co.uk/magazine

1,513,412 page views (over 30-day period)

186,000 Facebook page likes

47,000 Twitter followers

164,000 weekly newsletter subscribers (email)

40% open rate

Digital Opportunities

- Sponsorship options
- Display advertising
- E-newsletters
- Social-media campaigns

Copy deadlines

Issue	Copy deadline	Insert delivery	Mailed
Jan-18	24 November 2017	14 December 2017	27 December 2017
Feb-18	22 December 2017	11 January 2018	23 January 2018
Mar-18	26 January 2018	08 February 2018	20 February 2018
Apr-18	23 February 2018	08 March 2018	20 March 2018
May-18	29 March 2018	12 April 2018	24 April 2018
Jun-18	27 April 2018	10 May 2018	22 May 2018
Jul-18	25 May 2018	07 June 2018	19 June 2018
Aug-18	29 June 2018	12 July 2018	24 July 2018
Sep-18	27 July 2018	09 August 2018	21 August 2018
Oct-18	31 August 2018	13 September 2018	25 September 2018
Nov-18	28 September 2018	11 October 2018	23 October 2018
Dec-18	26 October 2018	08 November 2018	20 November 2018
Jan-19	23 November 2018	13 December 2018	27 December 2018

Print rate card

Double Page Spread
£12,000

Whole Page
£7,000

Half Page
£4,000

Quarter Page
£2,500

Also available:

- Bespoke supplements



- Loose and bound in inserts
- Special treatments including cover wraps, cover gatefolds, cover mounts, belly bands and sachet applications.

Please speak to your account manager for costs

Account manager: **Seumas Grey** 01303 774 773 Seumas.Grey@saga.co.uk

Advertisements **MUST** be supplied with one **COLOUR** proof, and a contact name, address and telephone number

Acceptable file types



Preferred file format

Adobe Acrobat PDF

PDF creation should be made using the latest version of AdobePS from the Adobe website (www.adobe.com) and also Acrobat Distiller.

The Job setting that should be used are the 'PPAstandardPDF.joboptions' that are available from the PPA website, the files can be found at the following url: <http://www.ppa.co.uk/pass4press/>

Text Section Image and Proofing

Profile: PSR_LWC_PLUS_V2

Cover Section Image and Proofing Profile

ISO Coated v2 300% (ECI) - (39L).

Alternative file formats



Adobe Indesign / Illustrator EPS

Containing no spot colours, only cmyk split colours. All fonts must be supplied, (or if above 8pt text can be converted to outlines), and any embedded images must also be supplied separately.

Adobe Photoshop Images

EPS, JPEGs and TIFFs accepted.

Files must meet a minimum of 300-dpi requirement and be converted to CMYK.

Not Acceptable formats

Files containing Embedded Profiles Halftone images lower than 300dpi Linescans lower than 1200dpi RGB images, DCS files. If NOT compliant with this specification we can not be held responsible.

All advertisements must contain 3mm bleed where relevant, and to be the exact sizes specified, within the Colour Layout Specifications on the next page. Artwork supplied should be Preflight checked before sending and must be accompanied by a COLOUR proof together with relevant contact information.

File upload link

All files to be uploaded to TAG Ad portal www.tag-response.com

When sending files please use the following format for the enclosing folder SM (issue) AdName, ie SMjul [Adname]

Colour layout specifications

Adverts can be supplied in the following format / layout specifications:

Double page spread

Trim Size: 264H mm x 400W mm
Type Area Size: 230H mm x 376W mm
Bleed Size: 270H mm x 406W mm

Full page

Trim Size: 264H mm x 200W mm
Type Area Size: 230H mm x 176W mm
Bleed Size: 270H mm x 206W mm

Half page (Vertical)

Ad Area Size: 230H mm x 86W mm

Half page (Horizontal)

Ad Area Size: 113H mm x 176W mm

Quarter page

Ad Area Size: 113H mm x 86W mm

Tints and images on White paper

Single-colour tint on white paper.
15% min dot.

Body / Reverse Type:

Minimum 8pt type, dominant colour for shape, secondary colours spread.

Live Type Position:

No important text matter within 7mm of trim.

Statutory advertisement requirements

All advertising must comply to all of the specified requirements

Only these file types will be accepted. Any files that do not conform to these specifications we can not be held responsible. Alternatively TAG are available to make revisions to incorrectly supplied Ads, on the understanding that the relevant Agency will be charged for services rendered. Any files that are received ON the Deadline or later, that require revision, WILL be adjusted by TAG and again the Agency WILL be charged for the corrections.