

## BRAND | Pick Me Up

*“We’re the glossy real life magazine with warmth and humour.”*

*Editor, Gilly Sinclair*

- Pick Me Up is the woman’s weekly magazine that sparkles with originality and warmth and sets the pace in the Real Life sector.
- It always provokes a smile, and takes you to a place where it is fun to be. Upbeat, vibrant and fun, it’s an intense package of the best real life stories and puzzles.



### KEY FACTS

Circulation:	133,481
Readership:	484,000
Frequency:	Weekly
On Sale:	Thursday
Price:	68p

### DEMOGRAPHICS

Median Age:	37
ABC1:	31%
Female Main Shopper:	82%

### LIFESTYLE

'I tend to spend money without thinking' INDEX 204

'When I see a new brand I often buy it to see what its like' INDEX 177

'I'm tempted to buy products I have seen advertised' INDEX 172

## Display Rate Card

**woman**

**Woman's Own**

**chat**

**Pick Me Up!**

**Woman's Weekly**

**Now**

Whole Page	£19,050	£23,650	£10,774	£8,900	£12,400	£18,000
Full page 1st Half*	£21,950	£27,200	£12,390	£10,235	£14,300	£19,800
Covers	£22,900	£28,350	£13,629	£11,258	£14,900	£27,720
DPS	£38,100	£47,300	£21,548	£17,800	£24,800	£39,600
1st DPS	£45,700	£56,700	£22,680	£21,360	£29,800	£45,000
Half Page	£14,250	£17,800	£7,110	£5,800	£9,300	£9,000
Quarter Page	£7,125	£8,900	£3,555	£2,900	£4,650	-

*\*(Special Feature Guaranteed)*

### KEY CONTACTS:

Rob Freeman - Head of Agency Sales (Women's Lifestyle Weeklies) :

Lindsay Dean - Head of Agency Sales - (Now magazine):

Amanda Smith –Ad Manager (Women's Lifestyle Weeklies):

Russell Matthews - Regional Ad Manager

020 314 86708 rob.freeman@timeinc.com

020 314 83668 lindsay.dean@timeinc.com

020 314 83685 amanda.smith@timeinc.com

016 187 22161 russell.matthews@timeinc.com