

## BRAND | Soap Life

*“Written by true soap lovers, Soaplife has more news, more gossip, more stars than any other soap title.”*

*Editor, Hellen Gardner*

- Soaplife is the one-stop, fortnightly magazine that brings you more news, more gossip, more stars and more pictures from readers favourite shows than any other soap magazine.
- It's a unique mix of soap news, soap gossip and soap star interviews combined with complete highlights of the next fortnight's TV.



### KEY FACTS

Circulation:	54,568
Readership:	282,000
Frequency:	Fortnightly
On Sale:	Tuesday
Price:	£1.80

### DEMOGRAPHICS

Median Age:	34
ABC1:	30%
Main Shopper:	85%

### LIFESTYLE AND ATTITUDES

'I am a TV addict' INDEX 217

'Advertising helps me choose what to buy' INDEX 213

'I tend to spend money without thinking' INDEX 208

## Display rate card



Whole Page (R.O.M)	£20,160	£16,450	£5,715	-
Full page 1*	£23,600	£19,530	£7,650	-
Outside Back Cover	£40,000	£20,610	£8,600	£4,000
Inside front cover	£30,000	£19,840	£7,800	£3,700
Inside Back Cover	£29,000	£18,820	-	-
1 <sup>st</sup> DPS	£40,320	£34,940	£13,200	-
2 <sup>nd</sup> DPS	-	£32,940	-	-
Half Page	£11,150	£8,700	£3,000	-
Quarter Page	£5,600	£5,545	-	-

### KEY CONTACTS:

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