

# Moneywise

- Moneywise is Britain's best selling personal finance magazine.
- Has an ABC audited circulation of 25,399. (Jan – Dec 2007)
- Outsells its nearest competitor 2 to 1.
- Has a secure circulation – more than 90% of the Moneywise circulation is mailed directly to readers.
- Invests in circulation – Moneywise subscription offers are mailed to over 1,000,000 people each year.
- Has a readership of 144,000 people each month.  
(Source: NRS June 2008)
- Bought and read by people who want to buy your products - now.



# Moneywise

## AWARD WINNING EDITORIAL

The editorial ethos is to provide easily accessible, jargon free explanations on all aspects of personal finances. Our top team of journalists use every day language to explain even the most complicated of financial subjects.

### OUR REGULAR FEATURES INCLUDE:

**EYE ON THE MARKETS** – Update on developments in the global investment markets with explanations of how macro economic factors may impact upon the reader's investment portfolio.

**ASK THE PROFESSIONALS** – Free financial advice for every reader from a panel of experts fully qualified in every aspect of financial planning.

**MONEY MAKEOVER** – In-depth reader case study reviewing their financial situation and revealing a new strategy provided by a leading independent financial adviser to ensure they do all they can to secure their financial future.

**MONEYWISE INVESTIGATES** – Each month the top financial investigative journalist, Tony Hetherington, looks into potential money making schemes and gives the verdict on whether they are a scam or a genuine money making opportunity.

**SECTORWATCH & FUNDWATCH** – We enable our readers to keep an eye on the funds and the market sectors that we feel are set to deliver the best performance in the years ahead.

**MONITOR** – Our unique statistics service provides the reader with the top ten performance figures amongst every sector for unit trust, OEICS and investment trusts. The top savings rates are listed along with the best mortgage deals available at the time of going to press.

**HOUSE & HOME** – Zilpah Hartley, the presenter of Channel 4's 'A Place in the Sun' reveals the secrets of making the most of bricks and mortar.



### MONEY MAKEOVER

#### Teacher requires lessons in trimming her expenses

Australian expat has started saving and is investing in a pension, but her books still need some attention

**The Profile**  
Debra Harris, 33, is a primary school teacher in Hillingdon. She earns £28,000 a year and takes home £1,200 a month after tax. Debra only pays £40 a month in rent and bills but has no outstanding debts or credit cards. She has £2,000 saved in a Lloyds Worldwide savings account plus £1,200 saved in an Australian savings account. Debra also pays £150 a month into her Teacher Pension Scheme.

Originally from Adelaide, South Australia, Debra has made Northwood, Middlesex her home and she intends to live in England for a few more years before returning back down under. "I've been living in London for four years and have not saved as much as I should or could," Debra explains. "I am someone who likes to save but I am also someone who is blind about money for instance I don't really look at my pay slip. I want to spend on the best way to save my money while living and working in England."

Debra Harris, a financial planner at Debra Harris Financial Planning in London, admits Debra didn't start by asking what her money was for or how she was using it. She says she was surprised when she started looking at her monthly budget and she was surprised to see she was spending more than £1,000 each month on things she didn't need. "I was shocked to see she was spending more than £1,000 each month on things she didn't need," she says. "I was shocked to see she was spending more than £1,000 each month on things she didn't need."

Debra Harris says she has started saving and is investing in a pension, but her books still need some attention. She has £2,000 saved in a Lloyds Worldwide savings account plus £1,200 saved in an Australian savings account. Debra also pays £150 a month into her Teacher Pension Scheme.

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## ABOUT THE READERSHIP

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- Two thirds male, one third female
- 65% are aged between 35 – 55
- 82% are ABC1
- 91% own their own home
- 78% are either married or cohabiting
- 63% are working
- 39% have dependent children living at home
- Moneywise readers save regularly with banks and building societies – index = 132
- Moneywise readers are very likely to own a Unit Trust – index = 444
- Moneywise readers are very likely to own an Investment Trust – index = 482
- Moneywise readers are likely to own Stocks and Shares – index = 380
- Moneywise readers are likely to own an ISA, PEP or TESSA – index = 237
- Moneywise readers are likely to own a pension – index = 238



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## RATE CARD

### MONO RATE

Page:	£4,000
DPS	£6,700
Half Page:	£2,052
Quarter Page Strip:	£1,200

### COLOUR RATE

Page:	£4,850
DPS:	£8,850
Half Page:	£3,350
Quarter Page Strip:	£1,900

### SPECIAL POSITIONS

Inside Front Cover:	£5,500
Inside Back Cover:	£5,000
Outside back Cover:	£6,050

### SERIES

Available on request

### GUARANTEES

Front Half	+5%
Right Hand	+10%
Facing Matter	+10%

### LOOSE INSERTS

£92 per '000 up to 10 gms according to weight band thereafter.

### MECHANICAL DATA

SIZE	HEIGHT	WIDTH
Double page bleed	306	432*
Bleed page size	306	216
Trim size	300	210
Type page size	268	181
Half page vertical	268	89
Half page horizontal	130	181
Quarter page strip	45	181

\*Includes a 6mm gutter trim

Agency commission: 10%

### ENQUIRIES

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