

Don't just take our word for it...

'I love The Oldie and have bought it since it started; it has the best of everything: writers, cartoons, letters – and a matchless agony aunt...'

Joanna Lumley

'The Oldie is a monthly masterpiece of wit and intellect. It keeps its writers busy and its readers happy – what more can one ask?'

Harry Enfield

'The Oldie? It's the new Punch, the new New Yorker, it's brilliant'

Gyles Brandreth

'I love The Oldie. I always feel hugely amused and excited by the pieces and the editorial. I think it has worked brilliantly for my generation particularly and for all generations generally'

Jilly Cooper

'Their trick is to make all this grumbling seem such fun...'

Joan Bakewell



The Oldie Advertising Rates

Page rates

Full page	£2,365
Half page	£1,265
Quarter page	£655
Double page spread	£3,795
Inside front cover	£2,695
Outside back cover	£2,695
Inside back cover	£2,530
Early right-hand position (Front 30 pages)	+15%
Web Directory	£375

Website

Leaderboard banner	£500
MPN	£300

Classified

Colour box rate	£45 per scc
Getting together section	£4.00 per word +VAT
Box no.	£10 extra

Inserts

£75 per 1,000 up to 10g

Series discounts

3–5 insertions	15%
6–8 insertions	20%
9–12 insertions	25%
Agency commission	10%

Dimensions: A4 ad

Trim size –
297mm (h) x 210mm (w)
With bleed – 303mm x 216mm

Half page horizontal ad

134.5mm (h) x 180mm (w)

Half page vertical ad

273mm (h) x 88mm (w)

Quarter page

Display: 134.5mm (h) x 88mm (w)
Classifieds: 124mm (h) x 88mm (w)

Classifieds column width

1 column	42mm
2 columns	88mm
3 columns	134mm
4 columns	180mm

Web Directory

60mm (h) x 90mm (w)

Website

Leaderboard banner
728 pixels x 90 pixels
MPN
300 x 250 pixels
Market Place
200 pixels deep x 300 pixels wide

Production Information

Please use the following guidelines to create PDF files that conform to our specifications

- All files to be supplied as high-resolution PDFs
- Files must be centred to the page with crop marks and 3mm bleed
- All images contained within the PDF must be high-resolution (300dpi recommended), CMYK format
- Display ads to be supplied via email to: paulpryde@theoldie.co.uk
All web adverts should be provided as jpegs

Terms & Conditions

The right to decline or omit any advertisement is reserved and all copy subject to approval. Advertisements are accepted only on the condition that the advertisement does not in any way contravene the provisions of the Trade Descriptions Act. CANCELLATION PERIOD – 8 Weeks prior to publication date.

TERMS OF BUSINESS – 28 days from date of invoice Any specialist requirement must be stated in writing at the time of booking. Exclusivity is not offered in any format.

Contacts

Paul Pryde for Display and Inserts on **020 3239 7098**

Melissa Arancio for Display and Online on **020 3859 7093**

Kami Jogee for Classifieds and Online on **020 3859 7096**

Alternatively email paulpryde@theoldie.co.uk

Shortlisted
for the
Magazine
of the Year
award

The Idie

109,245
readers

**The Oldie's latest circulation
is the highest ever at 47,116***

EXTRA 32-PAGE REVIEW OF BOOKS

The  Idie 

December 2018 | £4.50 | www.theoldie.co.uk | Issue 368



Blackadder's final hours
Producer John Lloyd reveals the truth behind his First World War series

The Great British Send-Off - Prue Leith on living wills
Uni or non-Uni? - Nicky Haslam on not having a degree
Putting Posy Simmonds in the picture - new self-portrait

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NEW! JOIN THE OLDIE GANG - SEE PAGE 29

The  Idie



Dad's Army turns 50
Ian Lavender relives his unforgettable comedy

The best small hotels in the world - Fiona Duncan
My TV comeback by EastEnders and W1A's Simon Pegg
Patrick Leigh Fermor, my hero - Julia Julian Norwich

 Idie

GO AWAY

TRAVEL SPECIAL



John Phillips is awarded in Portugal, Bulgaria
New Green parties in Montenegro
Christian Wolmar reviews Gibraltar
Peter Dinklage is appointed as Lord Justice
Michael Henderson takes to culture and talks to Austria

 Idie

Review of Books

Round-up of the reviews



Lacy Lethbridge on cookbooks as social history
Michael Henderson advises Turing
Emily Bevan recommends books for children
History - Fiction - Biography and Memoir - Travel
American Presidents - Short Stories - Paperbacks

**The Oldie is one of the fastest growing magazines in the UK
The Oldie's circulation has nearly doubled in eleven years**

***July-Dec 2020 ABC**

MEDIA INFORMATION

www.theoldie.co.uk

Who writes for The Oldie?

Anne Robinson

Antonia Fraser

Craig Brown

Germaine Greer

Giles Coren

Giles Wood and Mary Killen
from TV's Gogglebox

Gyles Brandreth

Henry Blofeld

John Lloyd

Ian Lavender

Lucinda Lambton

Lynn Barber

Mary Kenny

Matthew Norman

Maureen Lipman

Melvyn Bragg

Nicky Haslam

Prue Leith

Rachel Johnson

Roger Lewis

Stephen Glover

Tom Hodgkinson

Penny Mortimer

Richard Osborne

Valerie Grove

Virginia Ironside

Andrew Robson

Elisabeth Luard

John McEwen

James Le Fanu

£150K
will be spent
on marketing
in 2020



'Ennui gets me through the day'

About The Oldie



Harry Mount
Editor

The idea for *The Oldie* was conceived by Richard Ingrams, who was the editor for 22 years, and Alexander Chancellor, editor from 2014 to 2017

- *The Oldie* is 26 years old this year. It is not a retirement magazine but an irreverent, humorous magazine packed with great writing. 92% of our readers state 'reading' as their number-one hobby

- *The Oldie* has been dubbed 'Private Eye for grown-ups' and is read by intelligent people who are fed up with the formulaic nature of the celebrity-obsessed national press

- As well as having a lively reviews section, *The Oldie* is packed with the very best cartoons

- *The Oldie* is published every four weeks and has 108–148 pages

- 98% read three-quarters of the magazine or more

Every quarter we publish *The Oldie Review of Books* with the main magazine, as well as a foreign travel supplement in January, a UK travel supplement in March, a Christmas Gift Guide in November and a cartoon calendar

Why advertise in *The Oldie*?

- *Oldie* readers are difficult to reach: only 28% read *Private Eye*; only 16% read the *Spectator*

- *Oldie* readers trust the integrity of Harry Mount and the magazine, and, hence, believe in its advertisements

- *Oldie* readers are classic empty-nesters with highly disposable incomes. Essentially, they are the wealth of the country and *The Oldie* is the route to market

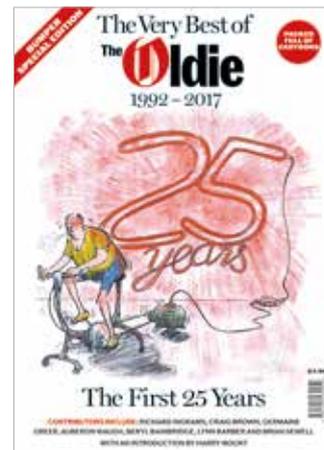
- Advertising works in *The Oldie*: 70% of advertisers renew their ads

- Your advertisement will be in good company: Baillie Gifford, Noble Caledonia, English National Opera, Peter Christian, Great Rail Journeys, Christian Aid and the Poppy Appeal among many others

- No wastage: with 37,000 subscribers, you can be confident that your inserts will always be in a purchased copy read by a reader rather than one that stays on the shelf

- Versatility: there are many commercial opportunities with *The Oldie*: sponsorship of supplements and events, the website and, of course, a very attractive active list of 37,000 subscribers

- **The Oldie website has just reached its highest ever viewership of 150,000 and 43,000 unique users. So now more than ever is the time to advertise online. (Please request our digital media pack for further information)**



About the readers

Our latest reader survey attracted an unprecedented response from both the magazine insert and our website users. We have included some of the highlights below:

Who are they?

- 86% ABC1
- Average income: **£50,569**
- 68% male

Their savings

- 65% have stocks and shares
- 40% have unit trusts
- Only 34% have healthcare
- 1 in 5 are interested in retirement care

Internet usage

- Over 88% purchased books and over 66% booked travel online. So, *Oldie* readers are used to buying products online

Charitable

- An incredible 82% of *Oldie* readers give to charities three or more times a year.
- The average annual donation is £407.
- Our charity advertisers include the Stroke Association, the Arthritic Association, the Actors' Benevolent Fund, Epilepsy Research and British Heart Foundation.

Travel

- Our readers love to travel which is why we publish two travel articles an issue and a 40-page supplement every January
- They have visited the following continents THREE times or more:
Africa 48%
Asia 51%
The Americas 63%
Australasia 40%

Educated

- Oldies read quality dailies, with 36% taking the *Daily Telegraph*
- 92% of our readers cite reading as their favourite pastime: gardening 50%, theatre 48%, walking 45%, museums 41%

Oldies enjoy a drink

- 71% of our readers enjoy wine, 41% enjoy real ale, 39% enjoy Scotch, 29% enjoy champagne and 19% enjoy port. Come along to an *Oldie* Literary Lunch at Simpson's-in-the-Strand, watch the wine and laughter flow, and see for yourself!

A sense of fun

- 90% of oldies said they liked the cartoons the most. Our cartoons set us apart: no other magazine has as many quality cartoons every month that entertain and make you smile



Some satisfied advertisers:

As the late, great AA Gill said of our annual Illustrators catalogue (and I now borrow the sentiment), "I look forward to each copy of The Oldie with a childish glee." It is not a stand-alone magazine but a Venn-erable diagram of a publication, overlapping the idiosyncratic intelligence of the Spectator, the fun of Punch, and the self-conscious mischief of Private Eye.

It is the loop-the-loop on a Stannah stairlift, the Zimmer frame on rollerblades, and the excitement of a goal in extra time.'

Chris Beetles Gallery

The team at The Oldie are always friendly and helpful, and the adverts we've placed with them have brought in many new visitors to the gallery.'

Mall Galleries

The Oldie is like many of our clients – educated, experienced, yet with a cheeky sense of humour and a refreshing honesty – which means it strikes a real chord with readers'

Kirker Holidays

The Oldie has helped us reach a new market of potential customers for our boating holidays. The magazine has a mature readership who are our main target market. 2016 has seen a dramatic increase in customers, some of which we can attribute to use of this new advertising outlet'

Napton Narrowboats

Literary Lunches at Simpson's-in-the-Strand

At *The Oldie*'s monthly literary lunches, sponsored by Doro, you can enjoy meeting, seeing and hearing some of the country's most interesting authors, poets, politicians and commentators. Recent speakers have included: Posy Simmonds, Andrew Roberts, Barry Cryer, Gyles Brandreth and Alan Johnson

The Oldie of the Year Awards

The annual Oldie of the Year Awards is the most exciting, entertaining and irreverent awards ceremony around. More than a hundred of the most respected oldie names in politics and entertainment gather to celebrate the year's finest examples of true *Oldie* spirit. Past winners have included Ken Clarke, Joanna Lumley, Barry Humphries, Vera Lynn and Prince Philip. This year's awards are sponsored by Baillie Gifford