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	£2,495
Half page	£1,395
Quarter page	£795
Double page spread	£4,495
Inside front cover	£2,895
Outside back cover	£2,895
Inside back cover	£2,695
Early right-hand position (Front 30 pages)	+15%
Web Directory	£375

Website

Leaderboard banner	£500
MPN	£300

Classified

Colour box rate	£48 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 **0203 239 7098**
Kami Jogee for Display and Online on **0203 859 7093**
Jasper Gibbons for Classifieds and Online on **0203 859 7096**
Alternatively email **paulpryde@theoldie.co.uk**

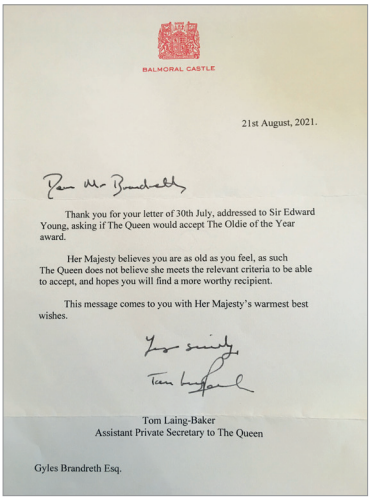
Shortlisted for the Magazine of the Year award

The Oldie

113,902 readers

The Oldie's latest circulation is the highest ever at 49,181*

7% year on year increase in Oldie Circulation


BALMORAL CASTLE

21st August, 2021.

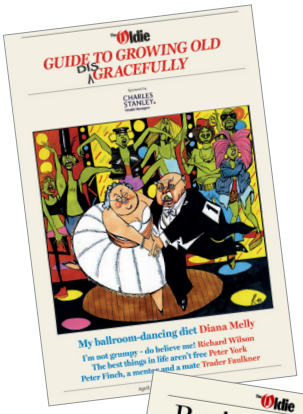
Thank you for your letter of 30th July, addressed to Sir Edward Young, asking if The Queen would accept The Oldie of the Year award.

Her Majesty believes you are as old as you feel, as such The Queen does not believe she meets the relevant criteria to be able to accept, and hopes you will find a more worthy recipient.

This message comes to you with Her Majesty's warmest best wishes.

Tom Laing-Baker
Assistant Private Secretary to The Queen

Gyles Brandreth Esq.



*100% paid-for copies (Jan-June 2021 ABC)

MEDIA INFORMATION

www.theoldie.co.uk

Who writes for The Oldie?

Anne Robinson
Antonia Fraser
Barry Humphries
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

£150K will be spent on marketing in 2022

'Ennui gets me through the day'

About The Oldie

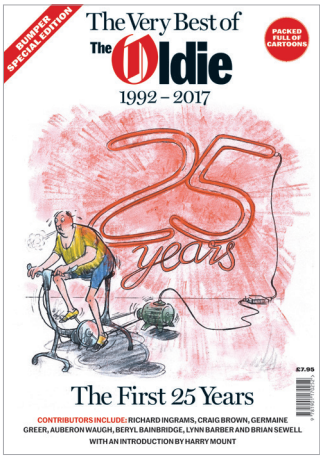
Harry Mount
Editor

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 over 40,000 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 over 40,000 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: **£53,503**
- 68% male

Their savings

- 88% own their own house outright
- 65% have stocks and shares
- 40% have unit trusts
- They are interested in the following financial services:

46% lasting power of attorney
40% retirement care
36% Making a will
10.4% equity release

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 **£866**
- 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
- In 2022, they intend to go to
- UK 76%
- Europe 66%
- Rest of the world 47%

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%
- 85% cited reviews as essential in their decision when buying books
- 74.6% of our readers said that they had bought a book as a result of The Oldie Review of Books
- 89% of our readers have bought a book as a result of seeing an ad in The Oldie

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

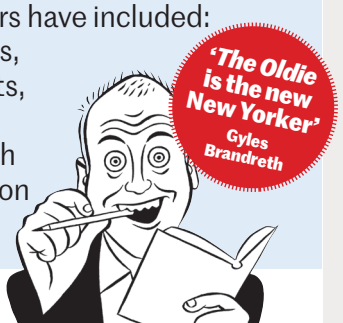
- 90% of oldies said they liked the cartoons the most. Our cartoons set us apart: no other magazine has as many quality cartoons every month that entertain and make you smile

The Oldie of the Year Awards

The annual Oldie of the Year Awards is the most exciting, entertaining and irreverent awards ceremony around. Presented by HRH the Duchess of Cornwall and hosted by Gyles Brandreth, they are a national institution. Past winners have included Ken Clarke, Joanna Lumley, Barry Humphries, Vera Lynn and Prince Philip. Sadly, HM the Queen turned us down.
This year's awards are sponsored by Baillie Gifford

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



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