

SIXTY⁹

MEDIA PACK

FACTS & FIGURES

MARKET : A generation of 20 somethings living, working and socialising in the urban hearts of Birmingham, Leicester, Nottingham and Derby yet making full use of all that the midlands has to offer, cultural, socially and shopping wise.

Primarily young professionals, the SIXTY⁹ reader has a higher than average disposable income as well as access to finance. Living without dependents or commitments the focus is on parties not pensions.

SIXTY⁹ REACH : 535,992 readers across print, e-zine, online and social media (October 2017)

AREAS : Over 350+ handpicked, lifestyle-appropriate outlets in the cities of Birmingham, Leicester, Nottingham and Derby.

DEMOGRAPHICS : Absolutely unique in its demographic and geography. These readers are highly influential, tech-savvy, mobile, aspirational 'Bright Young Things', aged 20+. Avid users of social networking, the print magazine is backed up with a tablet edition, daily updated blog, Facebook, Twitter and Instagram. Entirely unisex, this title aims at the upwardly mobile, successful and influential reader encouraging sharing and ripple effect marketing.

SEX : Male 41% Female 59%

RATES

DPS: £1750 (£1100*)

PREMIUM RHP: £1500 (£1000*)

RHP ROM: £1250 (£500*)

HALF PAGE ROM: £750 (£375*)

QUARTER PAGE: £450 (£150*)

*Volume rates offered for multiple bookings

CONTACT

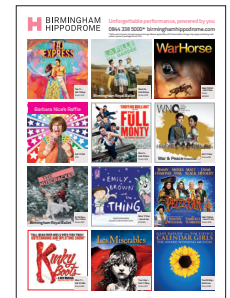
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TALK TO OVER 535,992 TARGETED READERS

The iconic SIXTYNINE DEGREES is the only multi-city Fashion and Style magazine in the Midlands. Established in 1999, the title provides a voice for a generation.

Proudly unisex in our approach –and unique in doing so - where this magazine leads, others follow – and so do our legion of readers, who go on to share or tell 5 of their colleagues and friends about items they've seen or read in the title. We can help you manage your word of mouth...

Our editorial weighting is 60:40, meaning pick up rates are high across the life of the title. No other title is more generous in their editorial support, as part of an engagement package.

Our print title is duplicated as an e-zine for readers on the move – further extending our reach. An active and daily-updated blog and social media platforms

enhance and engage yet further. We have the highest e-readership of any title in this regional sector.

SIXTYNINE DEGREES is proud to work with some of the biggest names in the industry, including Audi, Rolex, Malmaison, V-Festival, Luke 1977, Harvey Nichols, Selfridges and many more.

All told, there are over 350+ handpicked lifestyle-appropriate venues that stock the title. No other magazine has such a comprehensive retail network – and therefore visibility. Full disclosure available upon request.

SIXTYNINE degrees is joined by two partner magazines, dluxe BIRMINGHAM & SOLIHULL and dluxe LEICESTERSHIRE & RUTLAND

Find out more, call the team on 0116 2533445

DIMENSIONS

FULL PAGE: 210mm high x 148mm wide +3MM BLEED ALL SIDES.

1/2 PAGE: 90mm high x 122mm wide

1/4: 90mm high x 60mm wide

Please supply dps as two separate full page artworks.

All artwork preferred as PDF at 300dpi

DEADLINES

SPRING 25/02/19 DEADLINE - 25/01/19

SUMMER 10/06/19 DEADLINE - 10/05/19

AUTUMN 09/09/19 DEADLINE - 09/08/19

WINTER 18/11/19 DEADLINE- 18/10/19

Deadline date given is for both artwork and editorial. For deadline extensions please contact your account manager.