

SPEND WISE
LIVE RICH

PRUDENCE

MEDIA KIT

Prudence's clearly-defined philosophy of living life rich on a budget has never been more on-message or resonated so clearly with Irish women: the magazine is on the up, with a 15% increase in circulation since 2009. A remarkable achievement given the performance of other women's-interest titles in the market, *Prudence's* readership of loyal, savvy women is the ultimate target community for our cash-strapped times.

www.prudence.ie



Prudence is a savvy gal in her 30s who likes to live life rich without breaking the bank. Her frugal philosophy has never been more on-message, and she buys an annual subscription to Prudence magazine so she's always got the latest money-saving offers, frugal fashion and budget beauty right at her fingertips. Living in Dublin, she works full time and likes to enjoy life, regularly treating herself to nights at the cinema, concerts and restaurants. But she saves money where she can, preferring to do her own beauty treatments and regularly enjoys a tippie at home. Internet-savvy, **Prudence** keeps up with the magazine between issues by subscribing to the weekly PruZine e-mail newsletter, and checks in daily at Prudence.ie for the latest bargains, fashion steals and discounts.

READER SURVEY:

- 67%** - are in full-time employment
- 52%** - have a household income between €40k and €80k
- 65%** - are married or co-habiting
- 48%** - live in Dublin
- 44%** - of readers are aged between 26-40
- 25%** - have gym membership
- 62%** - eat out twice a month or more
- 82%** - drink alcohol at home
- 60%** - shop at Tesco
- 37.5%** - have children
- 35%** - regularly attend concerts and music events
- 62%** - are trying to lose weight

SOURCES: Prudence reader survey of 420 readers, May 2010; PruZine survey of 266 readers, March 2010.



Reader Profile: Who's Prudence?





Prudence READERS ARE



LOYAL

73% buy the magazine at least three-to-four times per year
72% have been reading for two years or more
33% have a subscription to the magazine

ENGAGED

3,500 readers receive a weekly e-mail newsletter, the PruZine. Which keeps them up-to-date in between issues
80% have recommended the PruZine to a friend
64% visit Prudence.ie once a week

CONNECTED

93% have broadband or Wifi at home
74% own a PC laptop
57% have a Nintendo Wii

WHY ADVERTISE IN PRUDENCE?

- There is no other magazine in the Irish market with a more on-message mantra
- Access a clearly-defined community, helping you to maximise your advertising budget effectively
- Low advertising ratio: max 1:4, meaning your message has greater impact
- High-quality, glossy reproduction



PRODUCTION INFORMATION

Published by: All About Publishing, Cunningham House, 130 Francis Street, Dublin 8, Ireland.
T: +353 1 4167900 F: +353 1 4167901
www.prudence.ie

Technical Data

Printed on 65 gram gloss paper with 170 gram board, glazed cover

Mechanical Data

DPS W460 X H297 mm

Full Page. W230 x H297 mm

(N.B. Add 5mm bleed to the above sizes and include crop marks)

Half Page Vertical W103 x H277 mm

Half Page Horizontal W210 x H137 mm

1/4 Page. W103 x H137 mm

TECHNICAL INFORMATION

When sending your ad copy, please send in the following format:

- Quark Xpress document preferred with scans and fonts attached.
- High resolution JPEG (300 dpi).
- High resolution PDF files for full pages only with bleed and crop marks.
- Colours must be in CMYK format not spot colour or RGB.
- For images, please make sure they are a high resolution (300 dpi) (images off the web or taken from Microsoft Word are generally not proper print quality)
- When emailing, please indicate your company name and the magazine your ad is being placed in.
- Our ISDN line is +353 1 416 7999
- **A chromalin to be sent with ready artwork must be provided for colour proofing. If not provided, we cannot guarantee colour matching in print.**

For technical queries contact:

Advertising Production Coordinator, Cunningham House, 130 Francis Street, Dublin 8. Tel: +353 1 416 7971, Fax: +353 1 416 7901, Email: copy@dyflin.ie

Readers say...

"It's got all that I want and cannot think of anything else to include."



PRUDENCE TERMS AND CONDITIONS



RATE CARD CONDITIONS OF ADVERTISING

1. An advertisement is accepted on the understanding that the relationship between the Advertiser and the Publisher is governed by the conditions set out below. Unless specifically approved in writing by the Publisher, the conditions stipulated on an Advertiser's order form or anywhere else shall be void.
2. For the purpose of these conditions, "Advertiser" shall refer to the contractual Principal, that is the party responsible for payment of charges arising from the publication of an advertisement. Where appropriate, "advertisement" includes a loose or bound-in insert.
3. The Publisher reserves the right to refuse any advertisement submitted for publication.
4. The Publisher reserves the right to amend advertisement copy where absolutely necessary. If the Publisher considers it necessary to modify the space or alter the date or position of insertion, the Advertiser will have the right to cancel if such arrangements are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Where the advertisement forms part of a series order, the liability of the Advertiser shall be limited to the pro-rata cost of those advertisements already published.
5. In the event of any error, misprint or omission in the printing of an advertisement or part of an advertisement, except where attributable to an act or default by the Advertiser or his agents or where covered by Clause 4 above, the Publisher will either re-insert the advertisement or make an adjustment to the cost. No re-insertion or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. In no circumstances shall the total liability of the Publisher for any error, misprint or omission exceed the agreed net cost of the advertisement.
6. The Publisher cannot accept liability for any errors due to inaccurate copy instructions. Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his agents. These charges will be in accordance with the rates current at that date.
7. Advertisement rates are subject to revision at any time and individual orders are accepted on condition that the price binds the Publisher only in respect of the next issue

to go to press.

8. The Advertiser, where an agency, may not recharge a client for space at an increased rate, unless with the Publisher's written consent.
9. If written copy instructions are not received by the agreed copy date, no guarantee can be given that proofs will be supplied or corrections made and the Publisher reserves the right to repeat the most appropriate copy.
10. All advertisements are accepted and published on the representation by the agency and advertiser that they are authorised to grant the right to publish them and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements.
12. Any condition on contracts, orders, or copy instructions, including, without limitation, those involving the placement of advertising within the publication such as page location, competitive separation, placement facing editorial copy, or requests for editorial mention, shall be treated as a request only. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
13. The advertiser and agency are jointly and severally liable for the payment of invoices and all other obligations in connection with advertising published hereunder.
14. Invoices are rendered on or about the issue/distribution date and are due thirty days following invoice date.
15. If an Advertiser cancels the balance of a contract he relinquishes any right to the series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.
16. For all publications, at least 14 day's notice prior to publication date is required to stop or suspend a monotone insertion. At least 21 day's notice prior to publication date is required to stop or suspend a colour insertion.
17. Copy must be legal, decent, honest and truthful. Should it become apparent that this is not the case, the Publisher reserves the right to suspend the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
18. The Advertiser will indemnify the Publisher fully in respect of any costs, damages or losses arising directly or indirectly from the pub-



19. The placing of an order by an Advertiser constitutes an assurance that all necessary authority and permission has been secured for the use in the advertisement of a pictorial representation of or of words attributable to a living person.
20. If so required, the Advertiser must disclose the identity of the client and reveal the nature of the product/service to be advertised. In the event of the Advertiser failing to comply with



- such a request, the Publisher reserves the right to cancel the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
21. If it is intended to include a competition or a special offer within an advertisement, full details should be submitted at the time of booking.
 22. In accepting financial advertisements, the Publisher does so on the understanding that their copy content, authorisation and placing have been processed in accordance with the State's legal requirements.
 23. The copyright on artwork/copy contributed to an advertisement by the Publisher shall be vested in the Publisher.
 24. The Advertiser's property and artwork, etc are held at his risk and should be insured by him against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork which has been in his custody for six months from the date of its last appearance.
 25. Notwithstanding anything in the above which may provide to the contrary, neither the Publisher nor the Advertiser shall be liable to one another for any loss or damage, consequential or otherwise, caused by or arising out of any Act of State, strike of employees, lock-out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, Act of God or other similar contingency beyond the control of either party.
 26. These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of the Republic of Ireland.