

# The Lady

media pack

2025

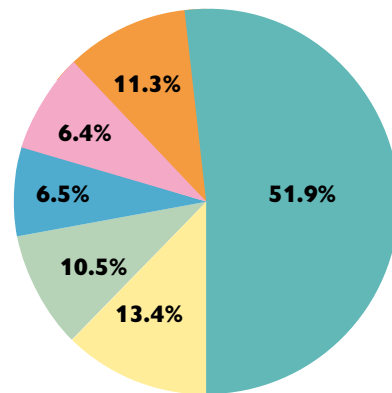




# OUR READERS

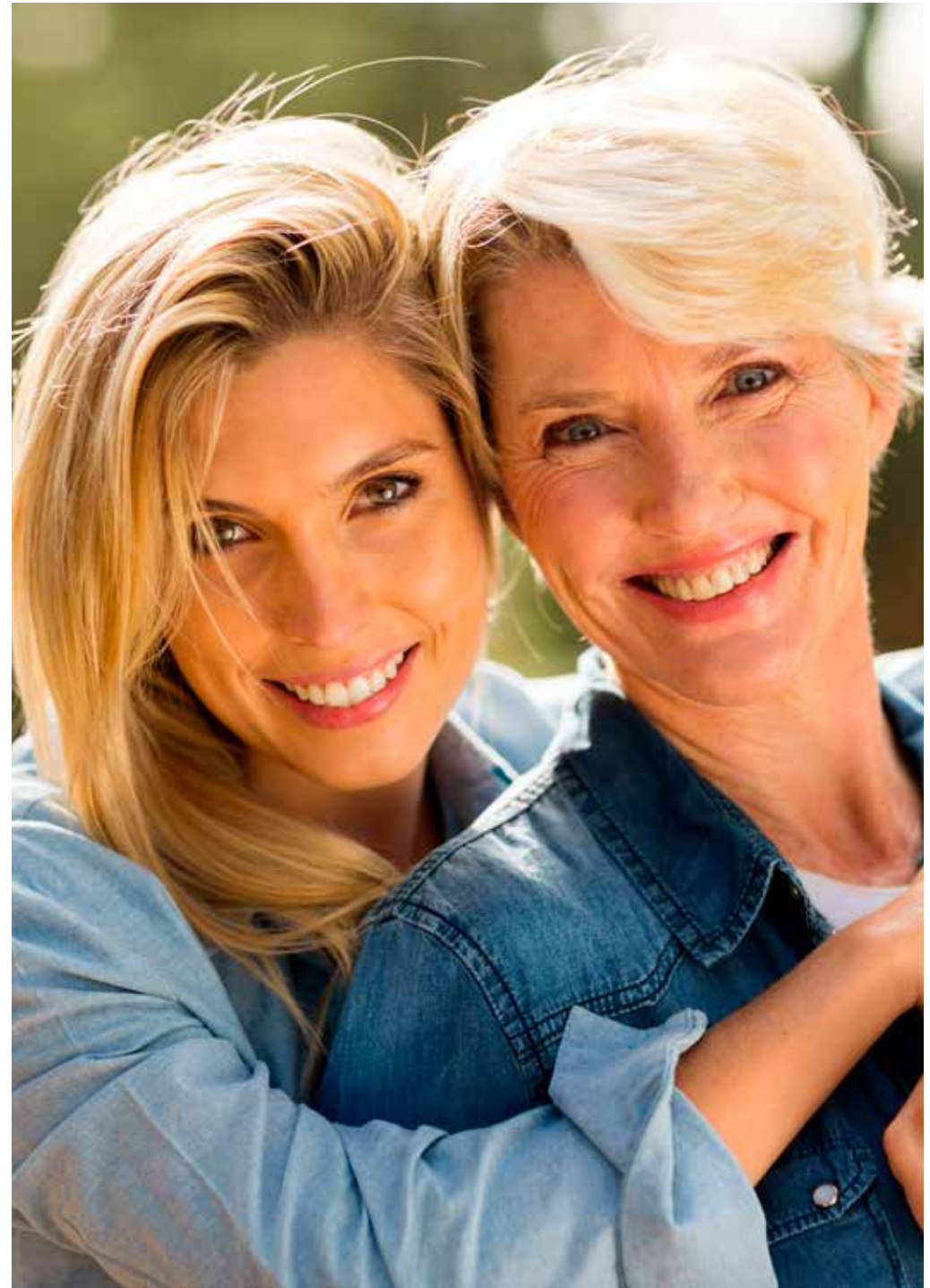
Of our readers, we know most about our subscribers, ( a robust base of 11,000), the average age of which is 50, predominantly but not exclusively female. Our readers seek inspiring content, reflecting their many interests, which can be shared with family and friends. The Lady always delivers. We seek to bridge the generation gap, offering a high-quality monthly magazine that is diverse, vibrant, informative and celebrates all walks of life. Whilst we deliver a highly targeted, affluent audience with a strong ABC1 bias, The Lady would not be as good as the reputation we have for the recruitment of staff if the readership were not from a broad social demographic base. Our readers live in affluent areas of the UK, with a particularly high representation in prosperous parts of London and the Home Counties.

- 53%** TL readership regularly garden
- 59%** Shop online for clothes
- 64%** Use internet banking
- 67%** Over two thirds of the total readership shop online
- 27%** Shop online for groceries at least once a month
- 28%** Purchase books online
- 25%** Own shares
- 46%** Have ISAs
- 40%** Own 1 car and 36% own 2-3 cars
- 62%** Eat out at least once a month (top favourite cuisines: English, Italian and Indian)
- 62%** Got to the theatre at least twice per annum
- 62%** Visit an attraction at least once a year
- 65%** Drink wines at home



- London & South East
- South Western & Wales
- Scotland
- North Western
- North East & North
- Midlands

\*Source The Lady Subscriber Survey and RMA 2020





# INDISPENSABLE

The Lady doesn't just give its readers a regular dose of entertainment, for 139 years, it has helped shape their lives. We create a magazine that our loyal audience wants to keep long after the latest issue has hit the newsstand.

Our readers tell us that every edition is a source of indispensable advice and information that they refer to again and again. Whether they're looking for health tips, a career change, style inspiration, puzzles, arts reviews or recipes, every edition of The Lady becomes part of our readers' homes. And that gives your adverts, as well as our magazine, a much longer shelf life.





## WEBSITE & OTHER PLATFORMS

The Lady has totally embraced the digital world and is available in both tablet and mobile formats; we have a healthy and growing number of digital subscribers to the magazine and over 65,000 email subscribers.

Lady.co.uk, delivering over a million page impressions per month, brings another, exciting dimension to our readership profile. Home to our jobs board, lady.co.uk offers an ever growing global reach to a younger, dynamic audience who visit the site while searching the domestic recruitment market.

The Lady's reach is further extended by our popular Facebook, Instagram and Twitter feeds with over 46,000 followers.









# BODY & MIND

Our readers want to keep their minds and bodies vibrant and healthy and look to The Lady for expert opinion, the latest news and informative features. We value the tried and tested over passing fads and help our readers get the most out of a full and active life.



The year ahead

## Your HOROSCOPES for 2024

The astrologer Victoria Wilson reveals what you can expect during the next twelve months

**ARIES** ... **GEMINI** ... **LEO** ... **SCORPIO** ... **SAGITTARIUS** ... **PISCES** ... **Taurus** ... **Cancer** ... **Virgo** ...



## Hip hip hooray for new joints!

Women are more reluctant to have hip and knee replacements than men - but their fears are misplaced, says Tim Wilson



Older, and joint knee problems more acute amongst. The fear for women is not unfounded. In a study of 100 women, more than 80 per cent said they were reluctant to have hip and knee replacements than men. The reasons for this were varied, but the most common was the fear of surgery. However, the study also found that women who had joint replacements were more likely to be satisfied with the results than men.

**Steady progress**

As the number of joint replacements continues to rise, it is important to ensure that patients are well informed and supported throughout the process. This includes understanding the risks and benefits of surgery, and the importance of a strong support network.

## We know that this surgery is a cry for help men and women



## Love your heart this Valentine's Day

From an all-time record, the number of heart attacks has risen. There are links to how to keep your heart healthy and your blood pressure in check

## Y

**Take care of your heart, take care of your blood pressure**

**A simple step like making your coffee can help reduce your blood pressure**

## KEEP SMILING!

The dose of natural vitamin D and beta-carotene in the herbicide may help reduce the risk of heart disease

## W

**What the gap**

**Health: Study reveals**

**Health: Study reveals**



# LIFE & STYLE

For 139 years The Lady has celebrated timeless, elegant style, and beautiful homes, gardens and fashion remain at the heart of the magazine. Our interiors, style and gardening pages are inspiring, informative and packed with ideas, while Armand Beasley answers our readers' nagging beauty dilemmas.

And what's life without great food and drink? The Lady features the very best recipes from some of the nation's finest cooks and informed advice on what to wash them down with!

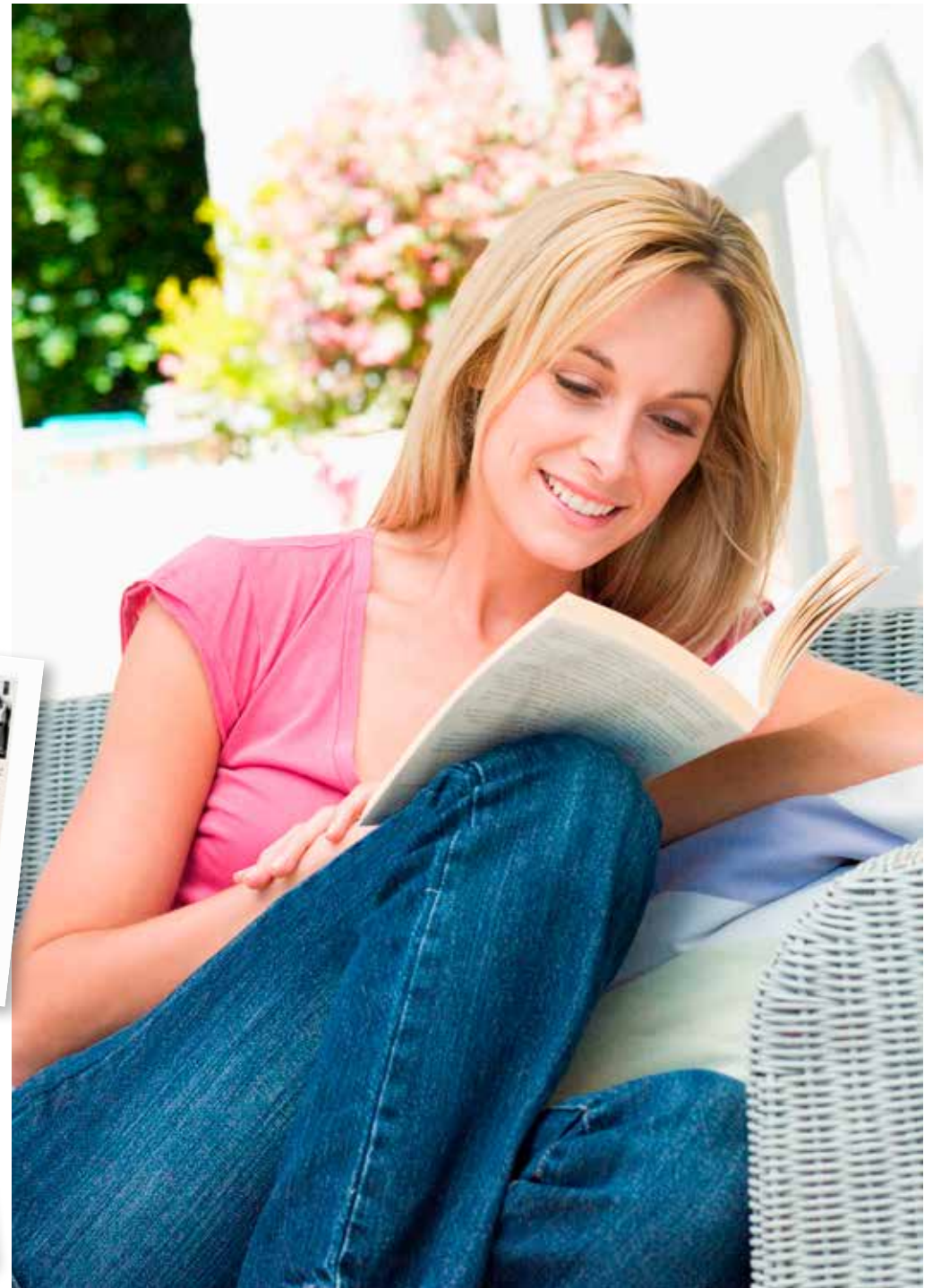




# WHAT'S GOING ON

Culture takes pride of place in our readers' diaries and they love to write in and tell us what's hot ... and what's not.

Our reviewers burn the midnight oil to uncover the most exciting books, art, film, theatre and music. So whether readers are looking for a lazy afternoon on the sofa, or a lively night out on the town, The Lady puts the latest arts highlights right in the spotlight.





# GOING PLACES



Our readers love to explore, both exotic, far-flung destinations and the weekend wonders on their own doorsteps. As well as helping them to plan foreign adventures with top tips and insider knowledge, we delve into the cultural treasures closer to home. From cruises and city breaks to walking tours and beach breaks, our travel pages bring the world to their living rooms. Wish you were here?





# STAYING SHARP

The Lady has a long history of providing its readers with devilishly difficult puzzles. In fact, Alice's Adventures in Wonderland author Lewis Carroll used to set some of our toughest brainteasers. From Crosswords and Sudoku to our unique Ladygrams, our puzzles section ensures that our readers have some of the sharpest brains in Britain. These pages deliver some of the longest dwell time of the magazine, with no advertisements, they are perfect for a long-term sponsor.





# SPECIAL FEATURES

From retirement and charitable giving to jobs, finance and schools, our readers want access to the very best advice and information. Our regular special spotlight features focus on the topics that matter most to them, create the perfect platform for advertisers to reach an interested, discerning and highly-targeted audience.



**Retirement progress**

**ENJOY A FINE FUTURE**

Retirement communities of stylish homes are springing up all over the country – so moving in later life is now something to look forward to, says **Kerry Parrall**

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**Care**

**'Being able to laugh keeps you going'**

Dr Nancy Buchholz, a novel approach when her beloved mother was diagnosed with dementia. She tells **Kerry Parrall**

W hen her mother was diagnosed with dementia, Nancy Buchholz, 68, was devastated. She had spent her life caring for her mother, and now she was being cared for. But she found a way to cope. "I started laughing again," she says. "It was the only thing that helped me get through the day." She shares her story and offers advice to other caregivers.

**Antiques special**

**Taking a shine to OLD SILVER**

Specialists from Woodbridge Antiques in Suffolk have some top tips for lovers of the precious metal

**What an antique is!**

Antiques are objects that have been made by hand and are at least 100 years old. They can be made of any material, but silver is a popular choice. Woodbridge Antiques, a specialist in silver, offers expert advice on buying and caring for these items.

**Retirement living**

**Seafront splendour**

There are some superb properties in Purtonmouth and Gosport to rent or buy

For those looking for a luxurious retirement home, the seafront properties in Purtonmouth and Gosport offer a perfect blend of history and modern amenities. These properties are not only beautiful but also offer excellent views and a peaceful environment.

**Care**

**Clap for carers!**

The millions of people in the U.K. who selflessly look after loved ones are supported

**KIM'S STORY**

Kim is a carer who has dedicated her life to supporting her loved ones. She shares her experiences and the challenges she faces. Her story is a testament to the selflessness and dedication of carers across the country.

**Retirement progress**

**LIVE THE GOOD LIFE**

Whether you're 55 or 75, it's never too late to enjoy the good life. Discover the best places to live, the best things to do, and the best ways to spend your money.

Discover the best places to live, the best things to do, and the best ways to spend your money. This feature provides a comprehensive guide to living well in retirement, from choosing the right location to finding the best deals on travel and leisure.



# APPOINTMENTS & ADVERTISEMENTS

The Lady is unique in that it is THE marketplace for domestic recruitment. For over 139 years The Lady has been the first and last stop for those looking for an exciting new position or much needed member of household staff. As quoted by one former Royal Butler, 'a job is not a job unless it is in The Lady'. The Lady magazine hosts this valuable market and our jobs board on lady.co.uk is the busiest part of our digital inventory.

Renowned for its classified advertisements, The Lady provides the perfect platform for the promotion of holiday homes and sought after skills and services.





# ADVERTISEMENTS

The trust and respect that The Lady commands is lent to our advertisers, who know that their advertisement will be seen by absolutely the right audience.

The Lady magazine's Display team can now deliver full cross-media solutions across our print and digital platforms to create well-rounded and robust campaigns, with complete integration with our brand. They are responsible for everything from sponsorship opportunities to standard display sizes, as well as representing the website space we have available.

**The Lady delivers a high-quality and high-volume response from a unique audience that cannot be reached elsewhere.**

Circulation	23,280k
(independently audited by ABC)	
Readership	100k+
Subscriptions	11,000k

## Print Platforms

**DISPLAY/ROP ADVERTISEMENTS:** With editorial that is not only informative, interesting and entertaining, your advertisement will be amongst good company. Prime sites at the front of the magazine will add impact to your advertisement campaign.

**ADVERTORIALS:** Completely designed for you by our in house design team at The Lady Magazine, by using the same style as the rest of the editorial pages it gives the advertiser the same credibility as the pages of The Lady.

**INSERTS:** Gives flexibility of targeting our full readership or subscribers only, inserts are massively popular with The Lady Magazine and we are known to carry many Blue Chip organisations.

**CLASSIFIED ADVERTISEMENTS:** The Lady has always been recognised for her extensive classified section which includes many kinds of skills, services and a fantastic selection of UK and abroad travel/holiday options.

**RECRUITMENT:** The Lady has always been known for having a strong classified section which includes recruitment for domestic staffing, care services and independent schools. The Lady also has a powerful jobs board which has fast become an absolute essential for anyone seeking a domestic staff vacancy such as a housekeeper, carer, nanny or a position within a private school such as a Matron. The website works hand in hand with the publication making it stronger than ever before and unique as it is almost completely dedicated to jobs in these sectors.

## Online Platforms

**BANNERS & MPU:** Catch the attention of our online audience in conjunction with our print magazine readers and add an additional push to any campaign that is ideal for this niche, lucrative audience.

**ADVERTORIALS:** Bring your advertisements to life with something special online; include competitions and reader offers that can be linked directly to your own website.

**E-NEWSLETTER:** Sent out to over 65k weekly subscribers at their request, this is an ideal opportunity to promote to an active online readership. Flagging up the next edition of The Lady Magazine this newsletter is hugely popular and rapidly growing in numbers.

## DIGITAL REACH

Unique visitors	54,851
Impressions (views)	279,000
Email Newsletter	65,000
Social Media	46,000





# CONTACTS & RATES

## DISPLAY RATES – (ROP)

SIZE	RATE
Double Page Spread	£4,400
Full Page	£2,750
Half Page	£1,500
Quarter Page	£875
OBC	£3,450
IBC	£3,175
IFC	£3,300
Inserts per thousand	£65
Front 3rd	+15%
Positional Guarantee	+30%
Advertorial	+40%

## ONLINE ADVERTISEMENTS

Leader-board Banner	£15 CPM
MPU	£20 CPM
Email Newsletter banner	£700
Email Newsletter solus	£1800

## MONTHLY SUBSCRIBER NEWSLETTER

Full page	£1000
Half page	£600
Eighth page	£300

## CLASSIFIED RATES

Lineage	£30 for the first 10 words
	£12.50 for each additional 5 words or part thereafter
Display	£30 psc
	Costs include both print and digital coverage

## RECRUITMENT RATES

Display	£60 psc – includes both print and online coverage
Lineage, standard option	£350 plus vat – 100 words – includes both print and online
Semi Display, Premium option	£575 plus vat – 100 words – includes both print and online



For further information on advertisements please call:  
**020 7379 4717**  
**Advertisement Department**  
 The Kinetic Centre,  
 Theobald Street,  
 Borehamwood,  
 Hertfordshire WD6 4PJ  
**Email:** andrea.taylor@lady.co.uk  
**www.lady.co.uk**



# THE LADY, HOME OF DOMESTIC RECRUITMENT

now has three options  
to suit every need and budget  
from as little as **£350+ VAT**

**1**  
**CLASSIC**  
★

Promotion within The Lady magazine for one issue  
Promotion on The Lady's Jobsboard (jobs.lady.co.uk) for minimum one month  
Classic listing with option to upgrade to a Premium listing  
Wording check

**2**  
**CLASSIC PLUS**  
★★

Promotion within The Lady magazine for one issue  
Promotion on The Lady's jobsboard (jobs.lady.co.uk) for minimum one month  
Premium listing  
Wording check  
Reference collection  
DBS checking  
Proof of identity documents

**3**  
**FULL SERVICE**  
★★★

Premium listing within The Lady magazine  
Premium listing on The Lady's jobsboard (jobs.lady.co.uk)  
Dedicated consultant  
Full briefing  
CV collection  
Reference collection, checking and collation  
DBS checking  
Right to work in the UK checks  
Professional advice  
Access to our database of registered candidates  
Access to jobs.lady.co.uk database of registered candidates  
Interviewing of candidates  
Shortlisting of candidates  
Arrangement of interviews between clients and candidates  
Contract negotiations  
Contract creation if required  
Peace of mind with our no cost replacement guarantee



For more information and  
to get the ball rolling,  
**SIMPLY CALL**  
**020 7379 4717**  
**OR EMAIL**  
**recruitment@lady.co.uk**