

# My Weekly

No 1  
FOR FICTION

[www.myweekly.co.uk](http://www.myweekly.co.uk)

THE PERFECT  
MIX OF STORIES,  
GOSSIP, RECIPES  
AND MORE



DC Thomson



MEDIA  
PACK



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www.myweekly.co.uk

## Introduction

106,425  
circulation

227,000  
readers  
every week

66%  
increase in  
website users  
y-o-y

Over  
6,300  
social media  
followers



## The magazine

A popular and vibrant magazine for women everywhere, My Weekly brings the perfect mix of great reading to inspire and entertain. From celebrity news, fashion, health, beauty, fantastic cookery ideas and engrossing fictions. My Weekly has something for everyone!



## www.myweekly.co.uk

Complimentary to the magazine – the website features weekly competitions, exclusive recipes, charity appeals, newsletter updates and our very own team blog.



## Specials

An extension of the weekly magazine, the specials focus on our readers favourite interests which include, fiction, health and cooking.

On sale  
every 2  
months

## My Weekly Pocket Novel

My Weekly Pocket novels are a long-read in compact form – the perfect lightweight companion for any journey. Each issue contains one full gripping story, more of the great fiction seen every week in the main issue.



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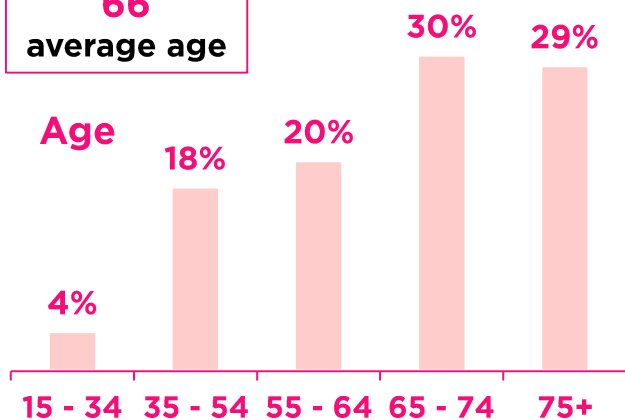
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## Demographics

**66**  
average age



**47%**  
ABC1



### Location

London/South East **40%**  
Wales/South West **16%**  
Midlands **12%**  
North England **23%**  
Scotland **9%**



## Why advertise in My Weekly?

Second to our No.1 fiction title, *The People's Friend*, My Weekly contains **more fiction than any other magazine**. With each issue carrying an average **20% of fiction content**.\*

**1 in 4** My Weekly readers agree that adverts are the most useful in helping them make **purchasing decisions**.  
Index 246

**Half** of our readers **have responded** to a promotion or offer in the last 12 months.

My Weekly readers are **influenced by advertising**: **1 in 4** readers are tempted to buy products they have seen advertised. Index 110



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## Advertising Rates

### Display rates

Full page	£6100
Half page	£3080
Quarter page	£1580

### My Weekly Specials

OBC	£1100
Full page	£900

### Special position rates

Outside back cover	£7045
Two half page solus on same spread	£9830

### My Weekly Pocket Novel

OBC	£150
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(min booking of six issues)

### Classified Rates

Box ads	£30 per scc
Quarter page	£780
One eight page	£420
Lineage*	£9 per line

\*minimum 3 lines1

### Inserts Rate

From £21 per thousand by arrangement

### Online Rates (for 2 weeks)

Skyscraper	£600
MPU	£400
Leaderboard	£800
Homepage takeover	£1,500
Homepage takeover including reskin	£2,000



**For specifications or Terms & Conditions please contact us.**

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## Contacts

### Advertising Manager - Display

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To find out more about other DC Thomson brands, visit [www.dcthomson.co.uk](http://www.dcthomson.co.uk) or contact us for information.

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