

# CARD DECK CALENDAR 2010



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
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<b>Circulation</b>	500,000							500,000				1,000,000
<b>Drop Date (w/c)</b>	25th Jan							20th Aug				
<b>Copy Date</b>	4th Dec							28th June				

PROFILE: 45-65 ABC1, ABOVE AVERAGE INCOME, HOMEOWNERS



<b>Circulation</b>				500,000								500,000
<b>Drop Date (w/c)</b>				30th Apr								
<b>Copy Date</b>				9th Mar								

PROFILE: 40+ AFFLUENT BROADSHEET READERS, ABC1 HOMEOWNERS



<b>Circulation</b>	500,000											500,000
<b>Drop Date (w/c)</b>	25th Jan											
<b>Copy Date</b>	10th Dec											

PROFILE: 45+ TABLOID READERS, HOMEOWNERS



<b>Circulation</b>			750,000					750,000				1,500,000
<b>Drop Date (w/c)</b>			15th Mar					2nd Aug				
<b>Copy Date</b>			8th Feb					14th Jun				

PROFILE: 45+ GARDENING & OUTDOOR ENTHUSIASTS, HOMEOWNERS



<b>Circulation</b>	750,000	500,000	750,000		750,000		750,000		750,000	750,000		5,000,000
<b>Drop Date (w/c)</b>	29th Dec 09	8th Feb	22nd Mar		31st May		19th Jul		20th Sep	15th Oct		
<b>Copy Date</b>	12th Nov	16th Dec	12th Jan		23rd Apr		1st Jun		3rd Aug	tbc		

PROFILE: 60+ AFFLUENT, HOMEOWNERS

1,750,000	500,000	1,500,000	500,000	750,000	0	750,000	1,250,000	750,000	750,000	0	8,500,000
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NB. The above details are subject to verification.  
Final circulation figures and dates may vary