

## Sophisticated ABC1 audience with money to spend



**NEW**  
for 2010

### Seasonal Times

This Card Deck focuses on the affluent employed, self employed and affluent retired. Readers of the broadsheets this market has above average household income and generally with few dependants.

#### Demographics

45+ ABC1 Homeowners

#### Lifestyle Characteristics

Readers of the FT, Times and Broadsheets, interested in fine wines, current affairs, theatre and culture. Foreign travel, stocks and shares and financial investment are key. Charity, voluntary work and gardening are favourite pastimes.

Seasonal Times is one of five titles that reach mail responsive and mail order buyers at home in an involving and personalised pack of offers and services.

**Card Decks are the proven way to generate quality, consumer leads to a targeted audience and for companies to share the costs of data, print, packing and posting.**

Circulation 2010	500,000	500,000
Month	Apr	Sep



### Further information

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