



# loaded

## READER PROFILE

### KEY STATS

|                    |         |
|--------------------|---------|
| Male:              | 88%     |
| Median age:        | 33      |
| Working full time: | 70%     |
| BC1C2:             | 76%     |
| Circulation:       | 71,251  |
| Readership:        | 580,000 |
| ABCe Unique Users: | 323,233 |

Top 3 things Loaded readers do in their spare time:

1. Watch DVD's
2. Listen to music
3. Play console games

The main place Loaded is read is on the sofa (75%), with the majority reading Loaded across the day and evening.

Top 3 topics to talk about with mates:

1. Sport (68%)
2. Girls (62%)
3. Work (59%)

Loaded is viewed by readers as exciting, lively and accessible.

### MOBILES

Loaded readers find their mobiles indispensable and they are prepared to invest in them. They spend 47% more on their monthly bill than the average adult. Each month, Loaded readers spend a massive £14.7 million on their mobiles.



### FILMS

Films are high up on the agenda for Loaded readers. In the last 12 months they purchased over 3 million DVD's.

### GAMES

Loaded readers are gaming fanatics, 8 in 10 have a console at home – 44% more likely than the national average. They spent £31 million on console games in the last year

### GROOMING

The Loaded readers want to look good and invest money in their appearance. They are twice as likely than the national average to spend lots of money on clothes.

For all advertising enquires in Loaded or loaded.co.uk please contact:

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[www.loaded.co.uk](http://www.loaded.co.uk)  
[www.ipcmedia.com](http://www.ipcmedia.com)



“Loaded is always good for a laugh and gives me something to talk about with my mates”

# MECHANICAL DATA AND PRODUCTION

# loaded RATE CARD

## 4 COLOUR

|                    |         |
|--------------------|---------|
| Double Page Spread | £20,080 |
| Page               | £10,415 |
| Half Page          | £6,120  |
| Quarter Page Strip | £3,890  |

|                   |         |
|-------------------|---------|
| First DPS         | £19,075 |
| Second DPS        | £18,125 |
| First Right Hand  | £13,965 |
| Second Right Hand | £13,615 |
| Third Right Hand  | £13,445 |
| Fourth Right Hand | £13,350 |
| Fifth Right Hand  | £13,225 |
| First Left Hand   | £13,615 |
| Second Left Hand  | £13,445 |

|                              |         |
|------------------------------|---------|
| DPS Bleed<br>(3mm all round) | 295x416 |
| DPS Trim                     | 289x410 |
| DPS Type Area                | 269x368 |

|            |         |
|------------|---------|
| Page Bleed | 295x211 |
| Page Trim  | 289x205 |
| Page Type  | 269x172 |

|                           |         |
|---------------------------|---------|
| Half Page<br>Across Bleed | 140x211 |
| Half Page<br>Across Trim  | 137x205 |
| Half Page<br>Across Type  | 127x172 |

|                            |         |
|----------------------------|---------|
| Half Page<br>Upright Bleed | 295x101 |
| Half Page<br>Upright Trim  | 289x95  |
| Half Page<br>Upright Type  | 269x85  |

|                                   |        |
|-----------------------------------|--------|
| Quarter Page<br>Box Type          | 127x85 |
| Quarter Page<br>Strip Across Type | 65x172 |
| Quarter Page<br>Upright Type      | 269x40 |

## SPECIAL POSITIONS

|                          |         |
|--------------------------|---------|
| Front Half Guaranteed    | £11,460 |
| Front Half RH Guaranteed | £11,980 |
| 1st 25% Guaranteed       | £12,500 |
| 1st 25% RH Guaranteed    | £13,020 |
| Inside Front Cover DPS   | £27,220 |
| Inside Front Cover Page  | £14,325 |
| Outside Back Cover       | £14,975 |
| Inside Back Cover        | £13,020 |

## SPOT COLOUR

|                       |        |
|-----------------------|--------|
| Magenta, Yellow, Cyan | £650   |
| Other Spot Colours    | £1,070 |

ALL OTHER POSITIONS CARRY A 10% LOADING  
WHEN AVAILABLE

For further information call: 020 3148 6729

Classified 020 3148 2510

**LOADED** is perfect bound and DPS material should be supplied with a 3mm gutter bleed allowance per page printed throughout by web offset litho.

Ads to be supplied as a hi-res PDF file by email or disc together with colour digital cromalin.

For more details on "Pass 4 Press" visit [www.pass4press.com](http://www.pass4press.com) where the spec can be downloaded.

Cancellation deadline: 6 weeks prior to copy deadline.  
Terms and conditions available on request

## COPY ADDRESS

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IPC INSPIRE

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