

What do you think engaging with 1.25m Morrison customers is worth to your business?

Opportunity Details

Type
Customer Magazine

Volume available
1,250,000

Frequency
Bi-monthly

Minimum Booking
250,000

Insertions
Max of 3 non-competing inserts per magazine

Media Rate
£35/'000

Agency Commission
10% for accredited agencies

Max Size
A5

Max Weight
12g

- Commission only payable to DMA recognised agencies
- Technical and delivery instructions available on request
- Copy approval required prior to booking
- Prices exclude VAT

Morrisons Customer Profile

- Average age of shopper between 35-44
- Customer demographics C1C2
- With children 0-15
- Works full-time + 30 hours
- Enjoys customer magazines, women weeklies
- Frequent shoppers are older families and empty nesters
- 11 million shoppers per week. (Source TGI 2008 Profile of Morrisons shopper)

(ABC 974, 431 Jul-Dec 09)



Morrisons Magazine launched in March 2008. 3rd party inserts are now being accepted, giving advertisers the opportunity to cost effectively engage with 1.25 million active consumers (audited ABC - new figure 974,431, Jul-Dec 09). The magazine is available to Morrisons customers for free in store on a bi-monthly basis. This means a very high percentage of customers will pick up the magazine and take them home along with your marketing message. We offer a maximum of three inserts in every copy, and with guaranteed category exclusivity your inserts will have a huge impact.

Morrisons is the UK's fourth largest food retailer with 425 stores. Their business is mainly food and grocery – the weekly shop. To achieve provenance and maintain quality Morrisons uniquely sources and processes most of the fresh food they sell through their own manufacturing facilities, and they have more people preparing fresh food in store than any other retailer. This strategy, and focus on quality, has ensured Morrisons continues its stellar growth.

Ideally suited for:

- Mail Order - especially womens and childrens fashions
- Holidays and Leisure
- Financial Services - insurance, savings, current accounts, loans and credit cards
- Mobile Phones - home, mobile
- Broadband



Selling powerful media with passion

