



Volume

Australia
- 15,000 Active Subscribers
- 200,000 Expired Subscribers
New Zealand
- 4,500 Active Subscribers
- 64,000 Expired Subscribers

Sourced

Direct Mail & Inserts

Database Overview

TIME provides its readers in-depth analysis of world events unparalleled by any other publication.

Australian Subscriber Profile: 64% male readers, 22% female readers and 14% unknown gender. 43% of the readership base is aged 25-49. 36% of readers are in the AB socio-group and the remaining are in the C socio-group. In total, 60% of TIME's readers are in the highly sought-after upper socio groups. 46% are currently employed full time, 32% earn \$60,000+ and 43% have a household income of \$80,000.

New Zealand Subscriber Profile: 55% of readers are skewed to age bracket 18-49. TIME readers belong in the top NZSEI levels, 59% of readers are in the top three. The magazine reaches professionals, senior government officials, managers and executives. In total 11% of readers are in these positions which is 35% above the national average. Personal income of \$60,000+ is 67% higher than the national average and household income of \$80,000+ is 43% higher than the national average.

Targeting Attributes

Gender, State, Postcode, recency and Active or Expired Subscribers.

Marketing Channels

Postal

Investment

USD\$350-00 / '000 Subscribers

USD\$310-00 / '000 Expired

USD\$350-00 set up

Additional

USD\$20-00 / '000 per selection

Enth / Random, Country, Recency (expired only), Postcode / State

Gender and Flagging.

Please allow a full 5 working days for delivery

+ 10% GST for Australian customers

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