THE OUTDOOR & HERITAGE GROUP

Laura Gibbs
Senior Advertisement Manager

Louise Edwards
Senior Brand Sales Executive (BBC Countryfile)

Sam Jones
Senior Brand Sales Executive (BBC History)

Ashley Wheeler
Brand Sales Executive (BBC Wildlife)
Our aim is to inspire readers with the sheer wonder and beauty of nature and help them understand and appreciate the truly amazing world around.
**THE STATISTICS:**

- Circulation: **40,257**
- Readership: **237,000**
- Subscribers: **28,068**
- Average monthly unique visitors: **57,337**
- Average page impressions: **159,843**
- Twitter: **18,100**
- Facebook: **11,849**

THE INFLUENCE

EVERY MONTH:
● Brett Westwood, Radio 4 presenter
●Richard Mabey, acclaimed nature writer
● Bill Oddie, TV presenter
● Mark Carwardine, TV presenter, writer and photographer

ADVISORY BOARD:
● Jane Goodall, Famous primatologist
● Valmik Thapar, Famous Indian conservationist and tiger expert

OCCASIONAL CONTRIBUTORS:
● Kate Humble, TV presenter
● Jonathan Scott, TV presenter
● Gordon Buchanan, TV presenter
● George McGavin, TV presenter
● Sir David Attenborough,
● Charlie Hamilton James, BBC cameraman and presenter
● Chris Packham, TV presenter
● Mike Dilger, TV presenter
● Simon King, TV presenter
THE READER:

- Male: 47% / Female: 53%
- ABC1: 63%
- AB: 35%
- 60% Main shopper
- 40% work
- 71% married
- 25% educated to degree level or above
- 70% own their own home (48% outright)
- Average age: 52

THE READER ENGAGEMENT:

- 70% subscribe
- Spend an average of 58 minutes reading the brand

THE SPENDING POWER:

- Total spend on short breaks: £51.2 million
- Total spend on holidays: £210 million
- Total spend on cars: £1.8 billion (average spend is £10,474)
- Total spend on kitchen appliances: £35.6 million
- Total spend on other kitchen equipment: £4.1 million
- Total spend on furniture: £125.1 million
- Total spend on loft conversions: £1 million
- Total spend on other home conversions: £73.9 million
- Total weekly spend on groceries: £19.6 million
- Total spend on coats: £11.9 million
- Total spend on jackets: £6.3 million
- Total spend on boots: £8.4 million
- Total spend on cameras: £9.2 million
- Total spend on watches: £6.4 million
- Total cost of televisions: £30.6 million
- Total charity donation: £8.1 million

TRAVEL:

Inspired by what they read (index 168), BBC Wildlife readers love planning holidays and travelling both in the UK (index 128) and abroad (120). They too like to explore the undiscovered parts of the world (index 163). Avoiding package holidays (index 136), they like organised trips (index 274).

- Average number of UK breaks: **2**
- Average number of over-seas breaks: **2**
- Total spend on short breaks: **£51.2 million**
- Average cost of a short break: **£390**
- Total spend on holidays: **£210 million**
- Average spend on holiday: **£1,363**
  (7% higher than average)

PHOTOGRAPHY:

- Average spend on cameras: £212 (14% higher than average)
- Total spend on cameras: £9.3 million

CHARCHITY:

- Average charity donation: £50 (16% higher than average)
- Total charity donations per annum: £8.1 million

Countryfile is the **ultimate companion** to the **British Countryside**. It **celebrates the beauty and diversity** of the countryside, suggesting great **places to go** and **things to see** every month.
THE STATISTICS:

- Total brand reach: **276,285**
- Print circulation: **39,387**
- Readership: **176,000**
- Subscribers: **29,233**
- Digital editions: **256**
- Average unique visitors per month: **71,921**
- Average visitors per month: **84,733**
- Average page impressions: **165,908**
- Twitter: **27,200**
- Facebook: **2,664**

Source: ABC Jul-Dec 2012 for BBC Countryfile and Coast. ABC Jan-Dec 2012 for the remaining titles / TGI Oct 2011- Sept 2012 / Google analytics
THE READER:

- 53% Male / 47% Female
- AB: 29%
- ABC1: 64%
- 68% are the main shopper
- 55% Married
- 73% own their home (58% outright)
- Average age: 60

THE BRAND/READER ENGAGEMENT:

- 70% subscribe
- Spend an average of 2.5 hours reading each issue (188 times higher than the national average)
- 26% admit to buying products advertised

THE SPENDING POWER:

- Total spend on holidays: £76 million
- Total spend on short breaks: £29.2 million
- Total spend on cars: £995.2 million
- Total spend on kitchen appliances: £13.6 million
- Total spend on other Kitchen equipment: £2.5 million
- Total spend on Vacuum cleaners: £1.3 million
- Total spend on loft conversions: £2.9 million
- Total spend on conservatories: £24.7 million
- Total spend on other home extensions: £1.3 million
- Total weekly expenditure on food shopping: £10.5 million
- Total spend on raincoats: £6.7 million
- Total spend on jackets: £5.9 million
- Total spend on boots: £4.2 million
- Total spend on televisions: £8.3 million
- Total spend on sat nav/GPS: £1.3 million
- Total expenditure on cameras: £1.2 million
- Total expenditure on watches: £2.3 million
- Total spend on charity: £7.7 million

Source: TGI Oct '11 – Sep '12
TRAVEL:

BBC Countryfile readers enjoy planning their holidays (index 199) with 20% preferring to holiday in the UK. They are inspired by what they read (index 204) and seek unique experiences off the beaten track (index 402). Not seduced by package holidays (index 237) they still like organised activities (index 349)

- Average number of UK breaks: 3
- Average number of over-seas breaks: 2
- Total spend on holidays: £76 million
- Total spend on short breaks: £29.2 million

Source: TGI Oct '11 – Sep '12
CARS:

- **48%** are mainly responsible for the cars (index 114)
- **49%** pay for their car themselves (index 126)
- Total spend on cars: **£995.3 million**
- **33%** intend to buy a new car in the next two years (index 142)

Source: TGI Oct '11 – Sep '12
PHOTOGRAPHY:

- Average spend on Cameras:
  
  **£299** (61% higher than average)

- Total spend on Cameras:
  
  **£1.2 million**

Source: TGI Oct ’11 – Sep ’12
CHARITY:

- Average charity donation: £62
  (44% higher than the average)
- Total charity donation: £7.7 million

Source: TGI Oct '11 – Sep '12
BBC History Magazine brings history to life with informative, lively and entertaining features written by the world’s leading historians and journalists. Whether it is the grand history of our politics and institutions or the fascinating stories of our private lives through the ages, BBC History sheds new light on the past and helps makes more sense of today’s world.
THE FACTS:

- Combined print and digital circulation: **80,009**
- Print circulation: **73,578**
- Subscribes: **46,671**
- Digital editions: **6,431**
- Readership: **276,000**
- Average unique visitors: **61,712**
- Average monthly page impressions: **172,181**
- Twitter: **34,100**
- Facebook: **6,006**
- Average podcast downloads: **100,000**

Circulation in a competitive context:

REASONS TO GET INVOLVED:

- Sells more copies on average than The Spectator (+9965)
- Sells more copies on average than New Statesman (+48,668)
- Highly affluent and educated audience
- Hard to reach
- Engaged

Source: ABC Jul–Dec 2012
THE ENGAGEMENT:

- **63%** subscribe
- **81 minutes** reading the title
- **43%** almost always read BBC History

THE READER:

BASIC FACTS:

- **59%** Male / **41%** Female
- Main shopper: **71%**
- **47%** decide on all or most of what is bought
- **AB**: **49%**
- **ABCI**: **79.35%**
- **68%** married/living with their partner
- **71%** own their home (35% outright)
- **45%** are educated to degree level or above

Source: NRS Jan–Dec 2012
HIGH FLYERS:

- **66%** are the Chief Income Earner  
  (21% are the spouse of the CIE)
- **61%** work
- Average Income: **29,749**  
  (35% higher than the average)
- **27 times more likely** to be employed as a  
  director/senior official
- **133 times more likely** to be employed in a  
  professional capacity (32%)
- **53 times more likely** to travel abroad for  
  business taking an average of 4 business air  
  trips per annum

Source: NRS Jan–Dec 2012
EARLY ADOPTERS:

- 22 times more likely to own a tablet (21%)
- 46 times more likely to own a kindle (16%)
- 24 times more likely to own a smart phone (30%)

Source: NRS Jan–Dec 2012
FINANCIALLY ASTUTE:

- **73%** have saving accounts/products
- **21%** have unit/investment trust
- **10%** have shares in their company (more than readers of Private Eye, The Week, Sunday Times and TES readers)
- **17%** have stocks and shares
- **56%** have a personal pension plan
- **21%** have private medical insurance
- **24%** have National Savings

Source: NRS Jan–Dec 2012
HARD TO REACH:

- **261,000** do not read The Week (95%)
- **259,000** do not read Heritage Today (94%)
- **250,000** do not read Private Eye (91%)
- **221,000** do not read National Trust Magazine (80%)
- **191,000** do not read Times Educational Supplement (69%)

Source: NRS Jan–Dec 2012
THE FACTS:

- Circulation: 22,454
- Readership: 51,458
- Subscribers: 14,580
- Average unique visitors:
- Average page impressions:
- Facebook: 3,192
- Twitter: 2,920
- Show visitors: 12,708

Source: ABC Jan-Dec 2012 / Reader survey / Google analytics
THE READER:

- Male: 37% / Female: 63%
- Average age: 58
- Working (47%) / Retired (43%)
- ABC1: 78%

THE READER ENGAGEMENT:

- 56% subscribe
- Average time spent reading: 180 minutes

Source: Reader survey / ABC Jan–Dec 2012