



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Time magazine subscribers

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

It has broad, compelling reporting on; news, business, travel, health, fashion, arts, entertainment, technology and politics. It is supported by powerful and arresting photojournalism.

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: 66% males and 20% female, 14% unknown gender. 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.

LIST DETAILS	
Quantity	56,300
Selections	Active / Lapsed Subscribers Country Gender Postcode Recency
PRICING	
Deliverability	95%
Lead Time	10 working days
Notes	SELECTS Country \$30.00/M Flagging \$30.00/M Gender \$30.00/M Recency \$30.00/M Geographic (postal codes) \$30.00/M Home/Business Address \$30.00/M Direct to Publisher \$30.00/M

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276
<https://www.thelistgroup.com.au>



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276

<https://www.thelistgroup.com.au>