



DIVA WE'VE CHANGED.

MEDIA PACK 2009

Read by over 150,000 gay and bi women, with a brand new look and new format, DIVA is quite simply the most influential and successful publication for gay women today. Whether identifying the leading new talent or calling on a list of established national and international stars that includes Angelina Jolie, Missy Elliott, Ellen, Rhona Cameron, Clare Balding and the cast of The L Word, DIVA is perfectly poised to determine new trends and talent on the cutting edge of popular lesbian culture. As such, DIVA has become a trusted source of information and is credited with inspiring trends as often as we identify them. In recent years the magazine has carried its core values and its growing community of readers and contributors into live events, television and other media to achieve recognition and influence beyond the newsstand. Here at DIVA we know our loyal core audience better than any other existing medium which places us in a unique position, helping you to speak to a powerful, opinion-forming, early-adopting client base. When you advertise in DIVA magazine your advert will also appear in our new digital edition



Also Published by Millivres Prowler Group



FACTS & FIGURES

CIRCULATION	Total 55,643	
READERSHIP	144,067	
GENDER	Female	98%

6% of Britain's adult population – three million people – are gay, according to official Treasury figures.

DIVA research suggests this is a conservative estimate.

AVERAGE FULL-TIME INCOME

DIVA readers	£24,780
National Ave	£18,530

Lesbians earn on average £6000 more than the national average for women, take two holidays per year and spend £400 per month on credit cards, according to gay market specialist Out Now Consulting.

WHERE THE MONEY GOES

TOP 10 LEISURE READER SPEND PER ANNUM

Eating Out	£2784
Beer, Wine and Spirits	£2592
Leisure Travel	£1252
Clothing and Footwear	£1096
Mobile and Home Telephone	£730
Home Furnishing	£600
Take-Away Food	£576
DVDs	£356
Fragrance and Toiletries	£326
CDs	£304

EMPLOYMENT STATUS

Full-Time	68%
Part-Time / Freelance / Casual	13%
Students	10%
Seeking Work	4%
Parent / Other	5%
Total Employed	81%
National Average	74.5%

EDUCATION

Further Education	49%
University Level	33%
Post-Grad Level	18%

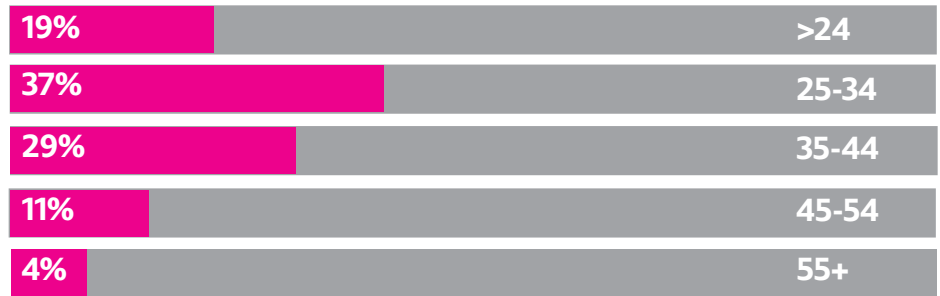
UK average statistics show that 16% of all women have a degree – Labour Force Survey – D.F.E.S.

OWNERSHIP BY GENDER

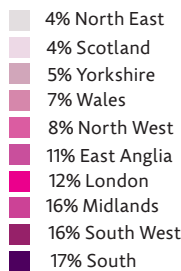
Lesbians owning a DVD Player	83%
Gay men owning a DVD Player	78%
Lesbians owning their own home	74%
Gay men owning their own home	55%
Lesbians with a car	53%
Gay men with a car	35%

Readers' Average Monthly Credit Card Spend £400pcm

DIVA READER PROFILE



WHERE WE LIVE



A staggering 19% of our readers are DIVA subscribers.

DIVA readers are spending well above the national UK average, which is less than £150 according to the national money education charity Credit Action.

"£70BN VALUE OF THE PINK POUND – ESTIMATED AMOUNT SPENT EACH YEAR" THE INDEPENDENT ON SUNDAY



RATES

DISPLAY RATES & DIMENSIONS

Double-Page Spread	£2425
Outside Back cover	£1900
Inside Front / Back cover	£1700
Early Right-Hand Page	£1500
Full-Page Run of Paper	£1250
Early Right Half-Page	£800
Half-Page	£695
Quarter-Page	£380

DIMENSIONS: DEPTH X WIDTH COLOUR

255x396mm (type), 285x420mm (trim), 291x426mm (bleed)
255x183mm (type), 285x210mm (trim), 291x216mm (bleed)
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255x183mm (type), 285x210mm (trim), 291x216mm (bleed)
255x183mm (type), 285x210mm (trim), 291x216mm (bleed)
Vertical: 255x89mm / Horizontal: 125x183mm
Vertical: 255x89mm / Horizontal: 125x183mm
Vertical: 125x89mm / Horizontal: 60x183mm

CLASSIFIED DIRECTORY

Display box	Single column centimetre rate: £12.00 colour Minimum size: 50mm x 1 column 1 column: 35mm 2 columns: 72mm 3 columns: 109mm 4 columns: 146mm 5 columns: 183mm
Lineage	95p per word (minimum 20 words) Optional Box No: add £5.00 per advert
Loose Inserts	£35.00 per thousand Subscriber copies only – £700 set fee
Cover Mounts & Tip-Ons	£48.00 per thousand
Discounts	Recognised agency discount 10%
Series discount:	3 consecutive insertions: 5% 6 consecutive insertions: 10% 12 consecutive insertions: 15%

Cancellation must be received in writing 28 days before publication date [All prices exclude VAT]

ACCEPTED ARTWORK

Advertisements should be CMYK, high resolution (300dpi) PDF, EPS, TIFF or JPEG files. PDF's should be made to pass4press specifications with fonts embedded. Photoshop and Illustrator files should be flattened with text converted to outlines. Files can be sent by email, on CD ROM or via FTP (ask for details), please also send a hard copy of the advert. We reserve the right to alter supplied artwork if we encounter technical or legal problems.

Origination work will be charged extra. For more information contact Alexander Smith, Design & Production Manager on 020 7424 7488 or alexander@millivres.co.uk.

PUBLISHING SCHEDULE 2009/2010

ISSUE	NO.	ADVERTISING DEADLINE	ON SALE DATE
December 2009	163	16 October 2009	5 November 2009
January 2010	164	13 November 2009	3 December 2009
February 2010	165	11 December 2009	7 January 2010
March 2010	166	22 January 2010	11 February 2010
April 2010	167	19 February 2010	11 March 2010
May 2010	168	19 March 2010	8 April 2010
June 2010	169	23 April 2010	13 May 2010
July 2010	170	21 May 2010	10 June 2010
August 2010	171	18 June 2010	8 July 2010
September 2010	172	16 July 2010	5 August 2010
October 2010	173	20 August 2010	9 September 2010
November 2010	174	17 September 2010	7 October 2010
December 2010	175	15 October 2010	4 November 2010
January 2011	176	12 November 2010	2 December 2010
February 2011	177	10 December 2010	6 January 2011
March 2011	178	25 January 2011	10 February 2011

Full Terms and Conditions are available on request.

Contact: Advertising 020 7424 7455 advertising@divamag.co.uk

Main switchboard 020 7424 7400. Postal address Diva, Millivres Prowler Group, Unit M, Spectrum House 32-34 Gordon House Road, London NW5 1LP Fax 020 7424 7401.

Website www.divamag.co.uk www.millivres.co.uk

DIGITAL MEDIA SOLUTION 2009

www.divamag.co.uk is the online equivalent for Diva magazine, the first and only glossy magazine for Lesbian and Bi-sexual women in the UK. Aside from the home page, Diva's Blue Room forums are the most popular part of the site. Diva's intensely loyal readers interact with editorial, volunteer their stories and participate in blogs and forums on the site making it a great way to target lesbian and bi-sexual women.

OPPORTUNITIES INCLUDE:

ONLINE – Leader board, Skyscrapers (MPUs coming soon)

DIGITAL EDITION – Launches with our July 2009 issue

AVERAGE WEBSITE STATS PER MONTH (APRIL & MAY 2009)

Unique monthly visitors 44,040
Monthly visits 51,000
Monthly page views/page impressions 98,200

OPPORTUNITIES INCLUDE:

ONLINE – Leader Boards, MPUS, Skyscrapers

DIGITAL EDITION – GT has a subscriber based digital edition. You can enhance your advert for your company or product as part of a package with print or online or in isolation from the print/static digital advert.

DIGITAL PRICE GUIDE

ONLINE

Leader Boards

£700 per site, per month or £200 per site, per week

Skyscrapers

£700 per site, per month or £200 per site, per week

MPUs

£1000 per site, per month or £200 per site, per week

DIGITAL EDITIONS – Published monthly

Audio enabled ad £900 per edition

Video enabled ad £1000 per edition

Flash enabled ad £1500 per edition

Direct Response form enabled advert

£2000 per edition

STANDARD AD PACKAGES

DPS with hyperlink £1000 per edition

Full Page with hyperlink £750 per edition

Sponsorship of full issue – exclusives, section sponsorship, product placement £POA