

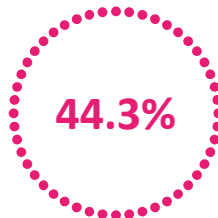
MAGNETIC

PASSION POINTS
NEWS & CURRENT AFFAIRS



THE NEWS & CURRENT AFFAIRS SEGMENTATION

NEWS FOLLOWERS



SUPER NEWS FOLLOWERS



MARKET SIZE

% OF GB POP



CREATING THE GROUPS

Magazines

Very Interested in:

-News & Current Affairs

Newspapers

Very Interested in:

-News & Current Affairs

Word of Mouth

Have a large amount of knowledge about:

-News & Current Affairs

Internet

Regularly visit sites on:

-News & Current Affairs

Television

Programme Types:

-News & Current Affairs

Radio

Programme Types:

-News & Current Affairs

NEWS FOLLOWERS

(AGREE WITH 2/6 STATEMENTS)

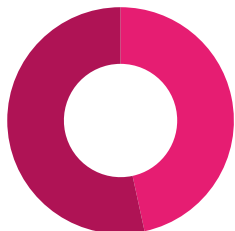
SUPER NEWS FOLLOWERS

(AGREE WITH 4/6 STATEMENTS)



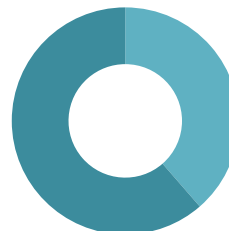
DEMOGRAPHIC PROFILE

NEWS FOLLOWERS



53% MALE

SUPER NEWS FOLLOWERS

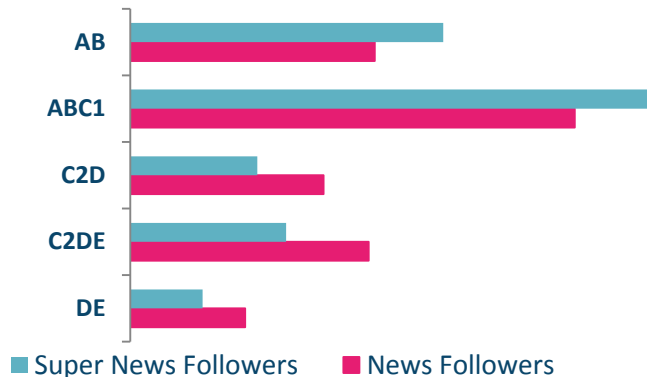


61% MALE

AGE GROUP



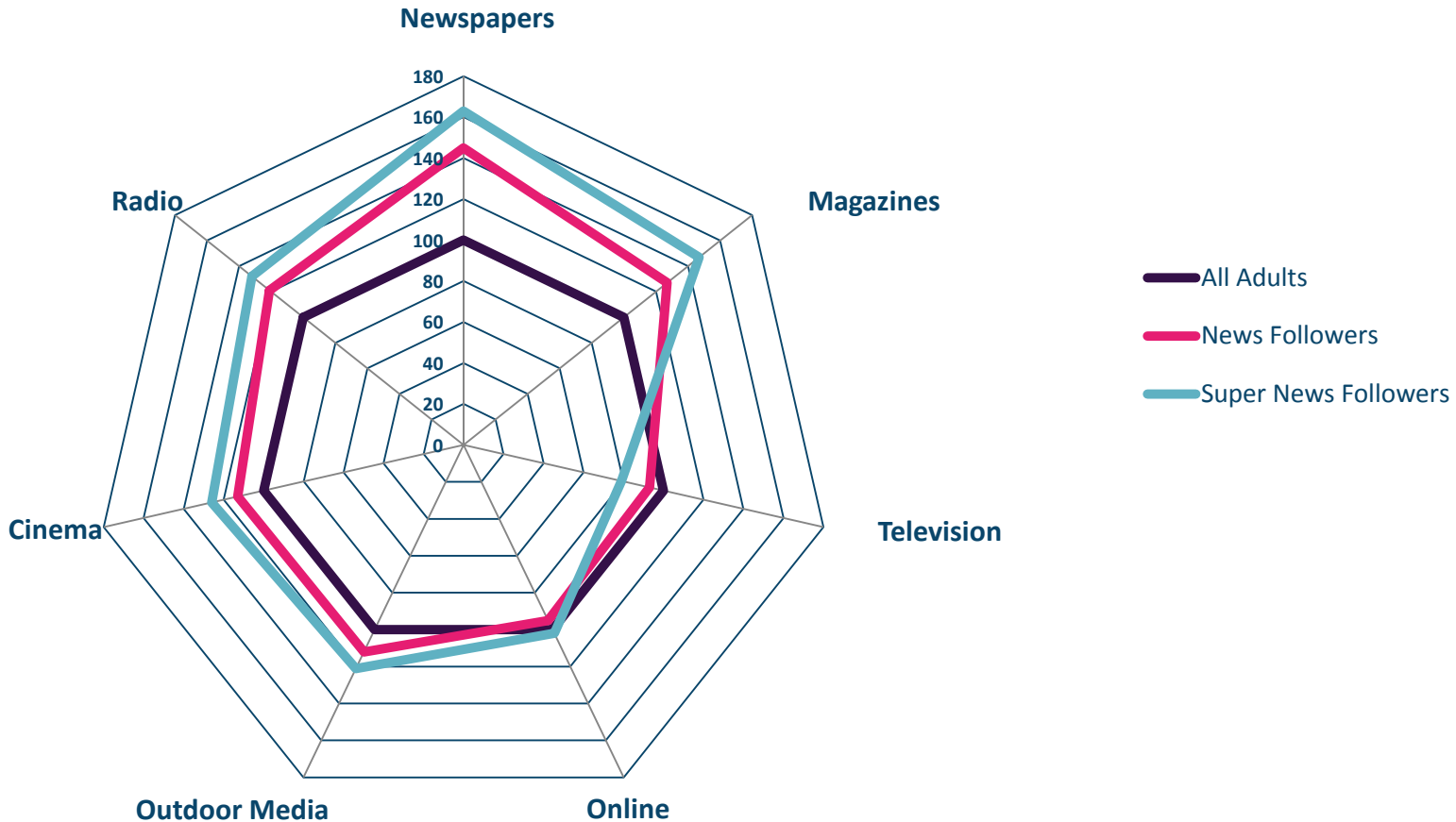
SOCIAL GRADE



■ Super News Followers ■ News Followers



MEDIA CONSUMPTION



MNQ 1: Heaviest 20%
of each media



TOP MAGAZINES – BY INDEX

KEEN TRAVELLERS

1.	The Week	187
2.	Private Eye	180
3.	The Garden	174
4.	Golf World	168
5.	BBC History	165
6.	Big Issue	165
7.	New Scientist	165
8.	Mojo	164
9.	BBC Focus	163
10.	Livingetc	161

SUPER KEEN TRAVELLERS

1.	Private Eye	365
2.	Autocar	271
3.	Viz	267
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5.	Golf World	254
6.	The Week	246
7.	The Garden	246
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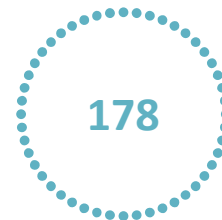
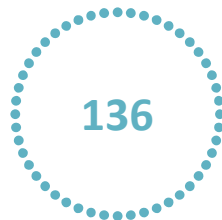
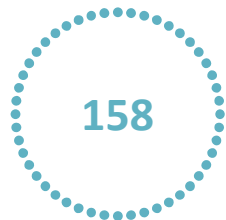
ADVERTISING CATEGORIES

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NEWS FOLLOWERS



SUPER NEWS FOLLOWERS



HEAVY HOLIDAY & TRAVEL SPENDERS

HEAVY TABLET COMPUTER SPENDERS

HEAVY JEWELLERY SPENDERS