

Sainsbury's magazine

What is it?

Sainsbury's Magazine launched nearly 20 years ago and is a highly regarded monthly publication available in all Sainsbury's stores

Key benefits

- With a print run of between 250,000 - 350,000 and approximately 216,894 ABC audited sales each month it has an estimated readership of 3.1 million (NRS)*
- In readership, it is the biggest paid-for, monthly glossy magazine in the UK (from the news stand)
- The magazine combines lifestyle features and advertorials with branded display adverts
- The content is largely driven by food and recipes but also contains travel, style and beauty articles appealing to a wide audience
- The Magazine offers the possibility to create bespoke builds, including inserts and different paper stock, tailored to individual campaigns

ABC Jan-Jun 2013 NRS Jan - June 2013



Set-up

Live for
4 weeks

Booking lead time
8 weeks

Artwork lead time
4 weeks