



PROPERTY

Every Wednesday, the property section appears within the main jacket of *The Independent* - increasing exposure and offering advertisers a very direct way of reaching our audience. Editorial includes: private viewing, house doctor, home improvement, design, and overseas property.

RATE CARD

Colour: £35scc

Mono: £27scc

BOOKING DEADLINE: Friday prior to insertion at 3pm

ARTWORK SETTING DEADLINE: Friday prior to insertion at 3pm

ARTWORK COMPLETE DEADLINE: Monday prior to insertion at 10am

THE INDEPENDENT AUDIENCE

- High-class affluent readership - 85 per cent ABC1.
- Readers on the move - 11 per cent of readers are planning to move in the next 12 months.
- Loyal Audience - 62 per cent of readers read no other Mon-Fri quality paper.

- Readers who love their home - 54 per cent of readers have done DIY in their home in the past 12 months.
- Readers who spend on their home - 17 per cent of readers “change the decorations at home as often as I can”.

Source: TGI 2009 Q2 (Jan 08 - Dec 08)



For more information, please call the property team on 020-7005 2334/2223