



TIME

Description

Time Magazine is one of the most renowned English Language weekly news magazine, containing news and analysis on worldwide politics, economical events, society, etc...

Time Magazine is recognized in France as one of the most reliable information source for international news.

Profile

Time Magazine French readers are exceptionally loyal, and their average subscription is 6 years. Predominantly male (69%), they are mostly aged 35+.

Their purchasing power is extremely high, with 62% having a yearly income exceeding 50K€, 84% holding senior or middle managers positions, 88% of them travelling by plane for business.

These are sophisticated individuals, and very often opinion leaders.

Time Magazine readers are also regular donors to charities.

Most of subscribers are recruited via direct mail.

Profile

- Mostly recruited via Direct Mail
- Fluent English speakers
- Average incomes of > 50k€
- Executives
- Frequent travellers on business or leisure
- Investors

Available selects

Geo, recency, gender

RECOMMENDED USAGE

This list, made of high income individuals, is recommended for any up-market offer including: leisure and travel offers, cultural, financial services. This is also one of the best list available in France for fundraising. The Time Magazine French list is also available on rental to other publications!

Universe (France):



18,381 records

11,860 active subscribers

And 6,481 recent lapsed

Rental prices:

Postal addresses:

Base rental, per 1000.....220 €

Flat set up fees.....290 €

Minimum order: 5,000 records

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