



**READERSHIP
PROFILE**



ABOUT THE LIST

SCOTLAND'S BEST SELLING EVENTS & ENTERTAINMENT MAGAZINE FOR 26 YEARS

- Published every four weeks throughout the year with weekly Edinburgh Festival issues during August.
- The essential guide to film, music, theatre, dance, comedy, art, clubs, shopping, travel, books, fashion, food & drink in Glasgow & Edinburgh.
- A4, 112+ pages, full colour. 16 issues per year.

www.list.co.uk

List.co.uk is Scotland's largest events and entertainment website with an audience of over 3/4 million different people every month*. Featuring thousands of event listings from around the UK, List.co.uk is your up-to-the-minute guide to the best cultural happenings across Scotland and beyond. With over 1.9mn monthly page impressions*, List.co.uk is your online guide to Arts, Festivals, Music, Clubs, Comedy, Kids, Theatre, Books, Film, Food and Drink, and much, much more. (*Source: Google Analytics August 2010)

The List produce special features throughout the year and a range of high quality annual titles including:

Eating & Drinking Guide (out in April)

Edinburgh Festival Guide (out in July)

Student Guide (out in September)

Xmas Guide (out in November)

A media pack is available at www.list.co.uk/media

PEAK READERSHIP OF AROUND 100,000 SOCIALLY ACTIVE SCOTS



CIRCULATION, DISTRIBUTION & READERSHIP OF THE LIST MAGAZINE

- ABC Audited
- 66,510 Regular readers
- Peak readership of around 100,000
- Average print run of 20,000 copies
- Widely available to buy across central Scotland, priced £2.50
- 72% of copies are actively purchased
- Growing base of subscribers
- Magazine sales are supported with sampling, in store promotion, advertising and PR
- Distributed to many of Glasgow & Edinburgh's premier hotel guest rooms

OVER 66,000 READERS IN PRINT AND 700,000 ONLINE

READERSHIP PROFILE

SEX

The List is read by both men and women, with a slight bias towards the female market, as commonly found in consumer magazines.

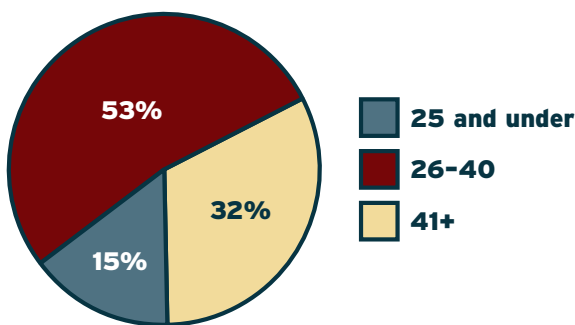
MALE 47%

FEMALE 53%

AGE

List readers are young and socially active. 68% of readers are under 40. The majority of List readers are under 35, with 36% of all readers falling into the 26-35 age bracket.

AGE RANGE OF LIST READERS



FREEDOM TO SOCIALISE

The majority of List readers are single with a high degree of freedom to socialise.

85% have no dependants and go out regularly

WHERE THEY LIVE

The List offers coverage of Scotland's two major cities.

55% of copies are sold in Edinburgh

45% of copies are sold in Glasgow

EMPLOYMENT

87% of List readers are working (the national average is 73%).

Working: 87%

Studying/other: 13%

EDUCATION

List readers are well educated and culturally aware with a passion for the arts.

92% of readers have attended a course at university or college

JOBS

61% of List readers are thinking of moving jobs in the next 5 years

EARNINGS

List readers are affluent and get the most out of city living.

56% of readers earn more than the national average (£19,392).

73% earn £15,000+

56% earn £20,000+

42% earn £25,000+

28% earn £30,000+

17% earn £35,000+

14% earn £40,000+

PROPERTY

48% of readers are considering buying a property in the next 5 years

INTERESTS

When it comes to entertainment, The List's readers do it all and often.

Film

92% of readers go to the cinema (the national average is 52%)

Within the last month over 43,000 List readers will have seen a film at the cinema.

Music

95% of readers go to live concerts (the national average is 40%)

Within the last month over 20,000 List readers will have been to a concert.

Around 17,000 readers download music and podcasts.

Visual Art

98% of List readers go to galleries and exhibitions (the national average is 13%)

Within the last month almost 28,000 List readers will have been to an art gallery or exhibition.

Clubs

61% of List readers go clubbing.

Within the last month over 14,000 List readers will have been on a night out clubbing.

Theatre

91% of List readers go to the theatre

(the national average is 42%)

Within the last month almost 16,000 List readers will have been to the theatre.

Eating Out

88% of readers eat out at least once a month and 55% eat out at least once a fortnight

Within the last month over 48,000 List readers will have dined out and over 29,000 will have purchased a takeaway meal.

Books

91% of readers enjoy reading books

Other Interests

79% enjoy TV (52% have satellite, digital or cable TV)

74% enjoy cooking

71% enjoy surfing the internet

53% enjoy keeping fit

MOST POPULAR SECTIONS

80% read the film section regularly

72% read the music section regularly

67% read the features section regularly

97% of our readers value our editorial comment, recommendations and reviews

WEBSITE

43% of readers have accessed the list website in the past six months including:

60% of readers in the under 25 age group

50% of readers in full time employment

READERS SPEND £40M+ ON ENTERTAINMENT EVERY MONTH

SPEND

List readers are socially active consumers who like to spend their disposable income on entertainment, going out & enjoying themselves.

Entertainment

Readers spend over £40 million on pure entertainment every month

Dining Out

List readers spend £49 million on dining out every month

Consumer Products

In the average month, List readers will also spend:

£31.9 million on clothes

£10.2 million on books

£12.6 million on CDs and downloads

£10.1 million on DVDs

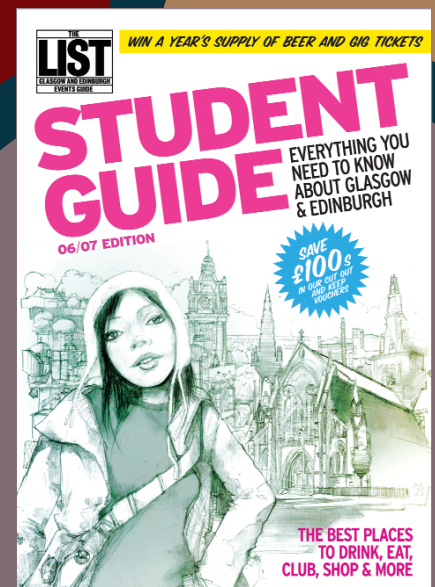
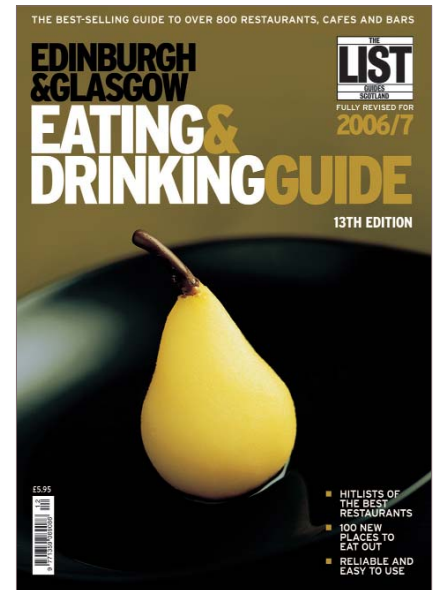
£9.4 million on video games

TRAVEL

- 40% of readers spent over £1000 on their last holiday
- 89% of readers take between one and four short breaks (5 days or under) in an average year
- Over 70% of readers take one or more main holidays (6 days or more) in an average year
- 77% of readers have been on a break within Scotland and 72% of readers have been on a break in England in the past 3 years and 60% are considering a holiday in the UK in the near future
- Outwith the UK, the most popular part of the world for holidays was Europe with 89% of readers having visited European countries in the past 3 years and 77% are considering a European holiday in the near future
- 36% of readers have visited the USA or Canada in the past 3 years and 66% are considering visiting there
- 21% of readers have visited Australia or New Zealand in the past 3 years and 53% are considering a visit
- Readers are also considering visiting South America (45%), China and Far East Asia (42%), India and central Asia (35%), and Africa (34%)
- On recent holidays 94% of readers have travelled by plane, 58% have used their own car, 35% have used rented cars, 41% have used buses, 38% have used ferries to reach their holiday destination
- 54% of readers stayed in a hotel on their last trip, 23% stayed in self catering accommodation, 21% stayed in bed & breakfasts and 16% stayed in hostels
- List readers spent a collective total of over £40 million on their last holiday

REASONS FOR BUYING THE LIST

Readers use The List as their main source of information on where to go and what to buy. The top reasons given for buying the magazine are: "to plan a night out" (57%) and "to find out what's on" (52%).



CONTACT DETAILS

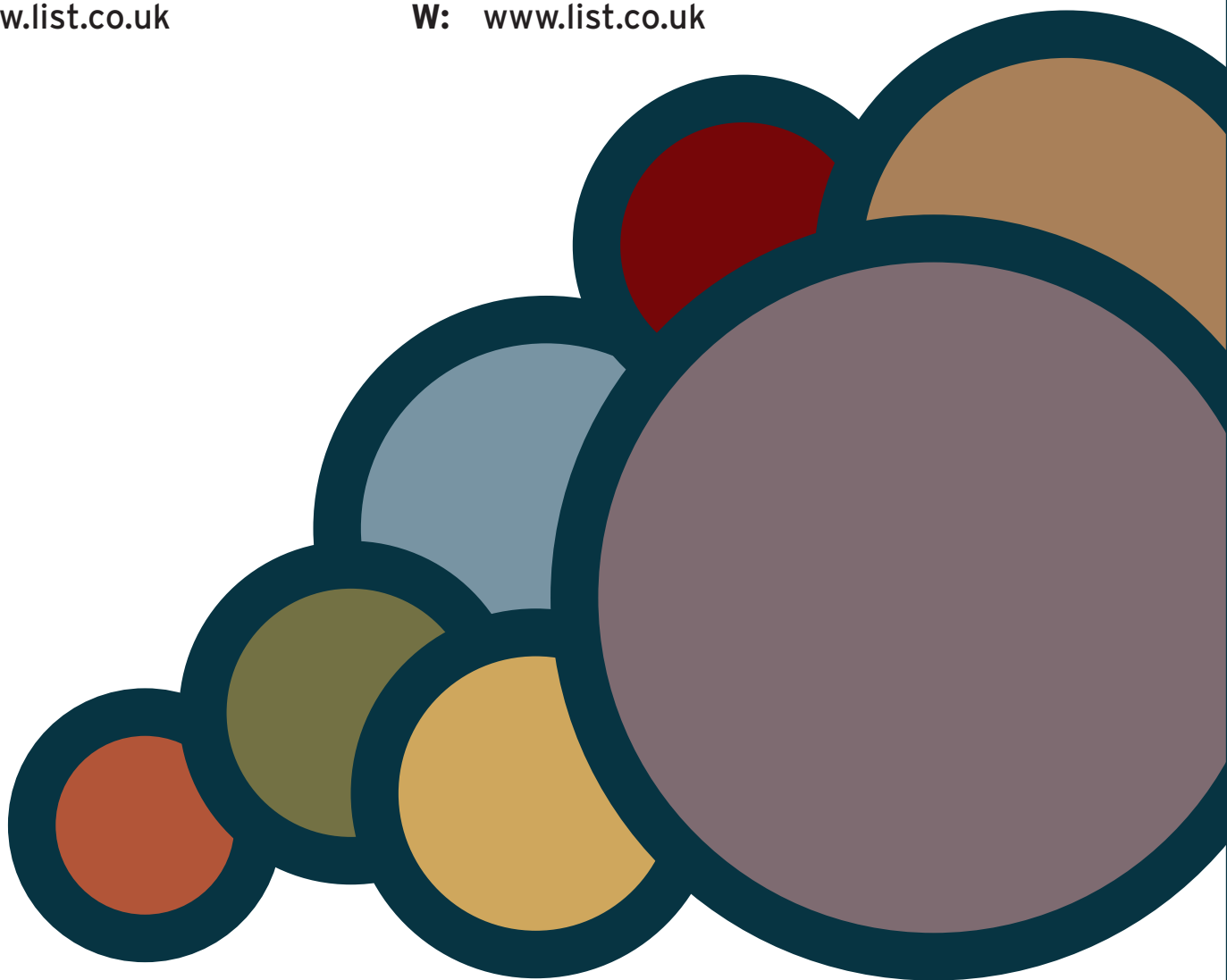
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SOURCES

The statistics used in this profile have been collated from independent research carried out by Scotinform Ltd. National average percentage is based on attendance in one year and is taken from the Scottish Arts Council Arts, Attendance, Participation and Attitudes in Scotland Survey. Average employment earnings are taken from Scottish Economic Statistics. All readership figures and spend are calculated using an average of 5.2 readers per copy, in line with NRS research for a comparable weekly title adjusted for fortnightly publication. The List circulation figures are ABC audited and verified.

CREDITS

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www.scotinform.co.uk