

# Prime

Booking deadline: 7th May & 24th September, 2010



Page 1

## adverts

Special rate is  
£4.60 s.c.c.

which includes  
full colour set sizes\*

\*Set sizes from visual template

## key points

- A dedicated advertising platform aimed at the 50+ market who have disposable income.
- No other publication specifically targets these customers.

Copy deadline:  
13th May & 30th September, 2010

Publication date:  
21st May & 8th October, 2010

Estimated size:  
4 page pull-out

Publication: **BI**  
Section: **Classified feature**  
Classification: **F839**  
Style: **CDS**