

NME

READER PROFILE



GOING OUT AND SPENDING IS ALL PART OF THE NEW MUSIC SCENE

They go to gigs and live events

NME readers spend
£152 on footwear per year –
Total readership spends £46m

£532 on clothes per year –
Total readership spends £189m

£1229 on audio equipment per year –
Total readership spend on audio equipment £326m

52% own a digital camera
£170 on digital cameras per year –
Total readership spend on digital cameras £4.6m

DVDs

Buy an average of 5 DVDs per year –
Total readership buys 1.3m DVDs per year
Spend £66 on DVDs per year –
Total readership spends of £18m on DVDs

INTERNET

94% use the Internet – 76% have Broadband

Spend an average of 2.4 hours per day
– That's almost 19 hours per week!

CONSOLES AND GAMES

£197 spent on consoles in the past year
– Total readership spends £45m

£108 spent on games – Total readership
spends £18m

84% receive digital TV or satellite channels

NME READERS AGREE THAT:

They spend a lot of money on clothes – 45%

It's important to be well informed about things – 92%

It's worth paying for extra quality goods – 71%

They like to try new drinks – 75%

It's important to them to look well dressed – 71%

MALE	69%
FEMALE	31%
AVERAGE AGE	24
WORKING FULL TIME	52%
WORKING PART TIME	7%
STILL STUDYING	29%
ABC1	65%
CIRCULATION:	40,948
READERSHIP:	369,000
ABCe UNIQUE USERS:	4,454,983

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Sources: TGI Jul 07-Jun 08/NRS Jul-Dec 08/ABC Jan-Jun 09/
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