

Media Release

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## **BOOTS & TESCO TO LAUNCH iSUBSCRIBE MAGAZINE SUBSCRIPTION GIFT CARDS**

CHRISTMAS CAMPAIGN INCLUDES £150 WORTH OF FREE HIGH ST VOUCHERS WITH EVERY ORDER

Today iSUBSCRIBE, the UK's leading magazine subscription website, announced the Company's retail gift cards have launched in major retail chains including Boots, Tesco, The Co-Operative, Debenhams and Wilkinsons.

"We are thrilled that a number of High Street retailers will now be stocking the iSUBSCRIBE Gift Card range. We believe this will help to increase the profile of magazine subscriptions and drive incremental gift subscription growth for our publishing clients," said Andrew Burge, CEO of iSUBSCRIBE.

The gift cards will complement the ranges that are already stocked in Clinton Card's, Sainsbury's, Morrisons and ASDA.

And while the High Street retail shops are pulling out their tinsel and baubles, so too, is iSUBSCRIBE. This week the company launches a major Christmas campaign, which includes a dedicated online web-skin, a major direct mail promotion and a £150 gift with purchase for every customer.

With distribution higher than ever before, the seventh annual iSUBSCRIBE Christmas catalogue will be received by over 2 million households and will be circulated via several methods including unaddressed door drop (data mapped Acorn Index of 280+), direct mail to the company's loyal customers and insertion in various publications including The Sunday Times nationally.

And there's no need for iSUBSCRIBE's customers to wait until Boxing Day for discounts as the shopping spree starts with the completion of every magazine subscription order. To thank customers for shopping at iSUBSCRIBE, they receive, via email, a range of exclusive special offers worth over £150 from carefully selected partners. Participants in the promotion include Boots, Hotel Chocolat, LaRedoute, Robert Dyas, Graham & Green, Sainsbury's, Fenchurch, The White Company, Interflora, Thomtons, Boden, Naked Wines and BHS, among others.

"If recent visitation and conversion rates are anything to go by, we are anticipating a huge uplift in sales throughout the 2010 Christmas period. iSUBSCRIBE has created a multi-faceted marketing campaign that will attract both new customers as well as re-engage with existing customers," Burge added.

The Christmas catalogue campaign will be complemented by a range of other initiatives including over 1.5 million emails, affiliate marketing, SEM and display advertising as well as increased promotion of iSUBSCRIBE's white label sites.

The digital edition of the Christmas catalogue can be found at: <http://sk.im/83841/>

ENDS.

*For further information, please contact Arabella Gibson, General Manager iSUBSCRIBE on 0207 199 0165 or [arabella.gibson@isubscribe.co.uk](mailto:arabella.gibson@isubscribe.co.uk)*

### **About iSUBSCRIBE**

iSUBSCRIBE is the UK's leading and most comprehensive online magazine and newspaper subscription provider. Trading since 2003, iSUBSCRIBE also has market-leading operations in Australia and New Zealand. Representing over 400 publishers and with over 1,700 consumer, business and specialist magazine titles, as well as newspapers, iSUBSCRIBE covers every genre from lifestyle and fashion, news and entertainment, to science and sport.