

Your life made easy - every day!

# essentials



## Circulation

98,487

## Readership

157,000

## Reader profile

ABC1 women:	69%
Main shopper:	89%
Married:	64%
Work full/part time:	68%
Have children:	31%
Home owner:	78%
Age range:	28 - 44



Essentials has the solutions to make life easier for today's modern, suburban woman



## They love to look good

- ◆ Love to shop, **essentials** readers spent £78.3m on clothing and accessories in the last 12 months.
- ◆ Spend more than the average woman on skincare and cosmetics a month - a total of £2.2m in a month.
- ◆ Experimental with new brands, 34% more likely to agree if they see a new product in a shop or supermarket they often buy it to see what it is like.
- ◆ Receptive to advertising, 75% more likely than the average woman to agree ads help them make the best purchases

Sources: ABC Jul - Dec 08, NRS Jan - Dec 08 (base-women), TGI Jul 07 - Jun 08 (base-women)

FOR MORE INFORMATION, PLEASE CONTACT:

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