



## New Look!



## Top line:

Circulation: 110,159

Readership: 299,000

## Reader Profile:

Female: 91%

Median Age: 54

ABC1 women: 61%

Main shopper: 91%

Married: 77%

Have children: 61%

Home owners: 86%



Family Circle reflects the priorities of women whose family life is pivotal to them

## Loyal Readers:

145,000 readers do not read any other general interest title

74% have been purchasing Family Circle for 3 or more years

## Responsive to ads:

59% have tried something for the first time as a result of reading it

39% agree 'I' m tempted to buy products I' ve seen advertised



Sources: ABC Jan-Jun 05, NRS Jan-Jun 05, TGI 2005(Apr04-Mar05), QRS, All About You Survey Dec 05

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