

hair



Top line:

Circulation:	69,266
Readership:	620,000

Reader Profile:

Female:	95%
Median Age:	34
ABC1 women:	49%
Main shopper:	72%
Home owners:	68%
Working:	71%
Married:	54%
Single:	38%
Have children:	42%

Spend:

- £5 million on skincare
- £4 million on cosmetics
- £179 million on clothing

The Hair reader is obsessed with her hair - looking for the perfect cut and the perfect products to care for it.



Love to invest in themselves:

8 in 10 love to treat themselves to things they do not need

76% say it's important to look well dressed

They are over twice as likely than average to spend lots of money on toiletries/cosmetics for themselves

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

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