

Livingetc

'The homes magazine for modern living'



Reader Profile:

Circulation	86,489
Readership	184,000
Average Age	41
ABC1	80%
Working	77%
Married	71%
Children	46%

Technology savvy readers:

Early adopters, 26% more likely to agree they try to keep up with the latest developments in technology

Spent over £19.9m on audio/visual equipment for their homes in the last 12 months

Love to indulge themselves

Nearly 9 in 10 love to treat themselves to things they do not need

74% more likely to go for premium rather than standard goods/services

Home improvers:

Constantly open to new ideas, 75% are always looking for ways to improve their home

81% more likely to regularly change the decorations in their home compared all adults

Nearly twice as likely as the average to agree that magazines give them ideas on how to improve their home

Sources: ABC Jul-Dec 08, NRS Jan-Dec 08 (base adults)
TGI Jul 07-Jun08 (base adults)

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