

marie claire



Topline:

• Readership 1,068,000

• Circulation 314,259

Reader Profile:

• 68% ABC1

• Median age 33

Appearance conscious:

Marie Claire readers are more likely than the average woman to agree with the following:

• *'I spend a lot of money on clothes' index 188*

• *'I spend a lot of money on toiletries and cosmetics for myself' index 186*

• *'I cannot resist expensive perfume/ aftershave' index 162*

• *'I often wear a valuable watch' index 164*

"Think smart, think sexy, think Marie Claire"

Big spenders:



• £10m on skincare

• £7m on cosmetics

• £375m on clothing

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

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