

# mizz



## Top line:

Launched:	April 1985
Circulation:	66,571
Readership:	356,000

## Reader profile:

Female:	95%
Median Age:	12
ABC1 female:	58%



***Mizz is their chatterbox best friend and prides itself on consistently listening to and featuring its readers.***



## Sophisticated Consumers:

- Spend a total £1.3m a week on clothes
- 70% think it is important to keep up with the latest fashion
- 40% spend money without thinking
- 61% like listening to new bands

## Unique Coverage:

- 131,000 (39%) DO NOT read Bliss, CosmoGirl!, Shout, Sugar
- 109,000 (32%) DO NOT read It's Hot, Smash Hits, Sneak, Top of the Pops or TV Hits

Source: Youth TGI 2005, ABC Jan-Jun 05



**For more information, please contact:**

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