

PRACTICAL parenting

PREGNANCY, BIRTH, BABY, TODDLER, PRE-SCHOOLER



Top line:

Circulation:	38,945
Readership:	221,000

Reader profile:

Female:	79%
Median Age:	32
ABC1 women:	55%
Main shopper:	90%
Married:	76%
Home owners:	66%
Working:	60%

Delivering friendly, expert advice on all aspects of raising healthy, happy children



69% agree 'It's worth paying extra for quality goods'

95% enjoy spending time with the family

76% treat themselves to something they don't need



In the last year, Practical Parenting readers spent:

£160 million on furniture

£32 million on household appliances

£142 billion on most recent car

£37 million on DIY

Source: ABC Jan-Jun 07, NRS Jul06-Jun07 /TGI Jul 07-Jun 07 base women, QRS

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