

woman&home

A Brand New Attitude!

Circulation: 353,160

Readership: 775,000

UK Subscribers: 109,412

Reader Profile

Female: 94%

Age range: 35+

ABC1 women: 69%

Main shopper: 93%

Married: 69%

Home owners: 86%

Work Full/Part time 53%

Readers are house proud, busy upmarket women

71% like to spend a lot of their free time at home

74% get a good deal of pleasure from their garden

72% think it's important to juggle various tasks

74% agree that house work gives them a certain satisfaction



Woman & Home readers share our brand new attitude to life, no matter what age they are.

Big spenders

Readers spent in the last 12 months:

- ❖ £262m on furniture
- ❖ £396m on last holiday
- ❖ £6m on skincare
- ❖ £4m on cosmetics



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

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