

marie claire



Topline:

- Readership 938,000
- Circulation 283,025

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 175*
- *'I cannot resist expensive perfume/ aftershave' index 183*
- *'I often wear a valuable watch' index 112*

"Think smart, think sexy, think Marie Claire"

Appreciate good quality:

- 76% enjoy owning good quality things
- 69% only use good quality toiletries
- 69% think it's worth paying extra for quality goods

NRS Jan-Jun 09 (base women), TGI Jul 08-Jun 09, ABC Jul-Dec 09



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