

hair



Top line:

Circulation:	42,298
Readership:	612,000

Reader Profile:

Female:	95%
Median Age:	35
ABC1 women:	47%
Main shopper:	73%
Home owners:	69%
Working:	65%
Married:	55%
Single:	36%
Have children:	44%

What are they spending their money on?

More than twice as likely to say they spend "a lot on clothes"

"I spend a lot of money on toiletries / cosmetics" (index 197)

The Hair reader is obsessed with her hair - looking for the perfect cut and the perfect products to care for it.



Love to invest in themselves:

72% sometimes treat themselves to things they do not need

81% look after their appearance and image

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

For more information, please contact:
Nicole Waudby 020 314 87581 nicole_waudby@ipcmedia.com

<http://www.ipcadvertising.com>

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