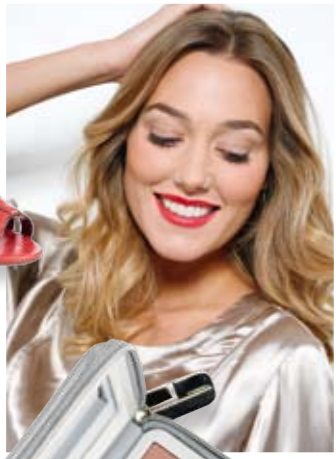


UK's fastest - growing women's lifestyle & fashion monthly

essentials



Circulation

112,135*

Readership

162,000*



Reader profile

| | |
|-----------------------------|-----|
| ABC1 women: | 67% |
| Main shopper: | 97% |
| Married/living as a couple: | 72% |
| Working: | 72% |
| Have kids: | 30% |
| Own home: | 83% |
| Median age: | 46 |

Essentials has the solutions to make life easier for today's modern, suburban woman



They love to look good

- ◆ 67% say it's important to look well dressed
- ◆ They are more than twice as likely to go for premium goods
- ◆ 66% enjoy owning good quality things
- ◆ 62% really enjoy shopping for clothes
- ◆ 77% tend to treat themselves to things they don't need

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

FOR MORE INFORMATION, PLEASE CONTACT:

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