



"Think smart, think sexy, think Marie Claire"



Topline:

- Readership 960,000
- Circulation 283,025

Reader Profile:

- 74% ABC1
- Median age 35



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*



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

For further information please contact:
 Nicole Waudby - 020 314 87581 nicole_waudby@ipcmedia.com
www.ipcadvertising.com