

WEDDING

Ideas, inspiration and the inside track to help every bride create her dream day



Top line

Circulation:	46,602
Readership:	273,000

Reader profile

Female:	83%
Median Age:	32
ABC1 women:	62%
Main shopper:	63%
Home owners:	56%
Working:	61%

Love shopping

66% really enjoy shopping for clothes

72% more likely than the average to spend a lot on toiletries & cosmetics

70% treat themselves to something they don't need

Our Reader

82% like to look after their appearance and image

68% think it's important to look well dressed

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

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