

hair

Top line

Circulation:	42,298
Readership:	531,000

Reader Profile

Median Age:	32
ABC1 women:	43%
Main shopper:	72%
Home owners:	54%
Working:	55%
Married:	46%
Single:	47%
Have children:	22%



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

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