

Livingetc

'The homes magazine for modern living'

Reader Profile

Circulation	91,543
Readership	212,000
Female:	80%
Median age:	39
ABC1 women:	67%
Main shopper:	82%
Married:	74%
Home owners:	80%

Technology savvy readers

Early adopters, 42% agree they try to keep up with the latest developments in technology

Spent an average of £472 on computers for the home in the last 12 months

Love to indulge themselves

8 in 10 love to treat themselves to things they do not need

73% enjoy splashing out on a meal in a restaurant

Home improvers

Constantly open to new ideas, 54% are always looking for ways to improve their home

Twice as likely to regularly change the decorations in their home compared all adults

75% agree that magazines give them ideas on how to improve their home

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

For more information, please contact:

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