

# YOU

YOU magazine is the original and best national press women's magazine. It's 1.8m loyal readers take time out to relax and read a brilliant mix of entertaining features, on-trend yet relevant fashion, beauty, real-life stories and seductive food journalism. The magazine is a publishing phenomenon and continues to go from strength to strength, recently appointing ex Glamour Editor, Jo Elvin.



## Did you know?

YOU MAGAZINE IS READ BY MORE WOMEN THAN ANY WOMEN'S WEEKLY OR MONTHLY

## What?



**1.0**  
MILLION  
ABC  
CIRCULATION  
(TMOS)



**1.8**  
MILLION  
WEEKLY  
READERSHIP

## Where?



SOUTH  
EAST



MIDLANDS



LONDON



EAST  
ENGLAND



SOUTH  
WEST



NORTH  
WEST



YORKSHIRE



SCOTLAND



WALES



NORTH  
EAST

## Who?

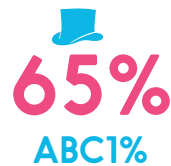
### GENDER



39%

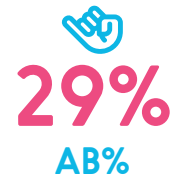
61%

**58**  
AVERAGE  
AGE



65%

ABC1%



29%

AB%

## Why?

### QUALITY SEEKERS

**2/3**

say it is worth paying more for quality goods

### BEAUTY LOVERS

**1/2**

agree that beauty/styling products help me feel good about myself

### FASHIONISTAS

**+42%**

more spent on womenswear every month vs the average woman