

YOU

YOU magazine is the original and best national press women's magazine. Its 1.6m 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?



960 THOUSAND
ABC
CIRCULATION
(TMOS)



1.6 MILLION
WEEKLY
READERSHIP

WHERE?



SOUTH EAST



MIDLANDS



LONDON



EAST ENGLAND



SOUTH WEST



NORTH WEST



YORKSHIRE



SCOTLAND



WALES



NORTH EAST

WHO?

GENDER



55
AVERAGE
AGE



66%
ABC1%



32%
AB%

WHY?

QUALITY SEEKERS

+70%

say it is worth paying more for quality goods

BEAUTY LOVERS

+52%

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

FASHIONISTAS

+71%

more spent on womenswear every month vs the average woman