

# 25 BEAUTIFUL HOMIES

More real homes than any other magazine



## Reader Profile:

Circulation	118,373
Readership	401,000
Average Age	48
ABC1	76%
AB	41%
Female	77%
Married	79%
Children	37%

## Readers love premium brands and designer labels

78% agree that its important to look well dressed

Readers are over twice as likely than national average to purchase expensive perfume/aftershave

## Great Entertainers :

70% enjoy entertaining at home

67% enjoy splashing out on restaurant meals

Readers are over three times as likely as national average to change the decorations at home regularly

## Big Spenders :

Readers spend over £3.1 million a month on skincare

Readers spend over £2.1 million a month on cosmetics

Sources: ABC Jan-Jun 08, NRS Jul 07-June 08 (base adults), TGI Jan -Dec 07

For more information, please contact:

Sharon Goode 020 314 87631 [sharon\\_goode@ipcmedia.com](mailto:sharon_goode@ipcmedia.com)

[www.ipcadvertising.com](http://www.ipcadvertising.com)