

YOU

YOU magazine is praised for its originality and is highly regarded as the 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. Edited by Jackie Annesley, the magazine is a publishing phenomenon and continues to go from strength to strength.



DID YOU KNOW?

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

WHAT?



778
THOUSAND
ABC
CIRCULATION
(TMOS)



1.45
MILLION
WEEKLY
READERSHIP

WHERE?



SOUTH
EAST



MIDLANDS



LONDON



EAST
ENGLAND



SOUTH
WEST



NORTH
WEST



YORKSHIRE



SCOTLAND



WALES



NORTH
EAST

WHO?

GENDER



56
AVERAGE
AGE



63%
ABC1



28%
AB

WHY?

QUALITY SEEKERS

+42%

more likely to only use good quality toiletries

BEAUTY LOVERS

+18%

more likely to agree beauty/styling products "help me feel good about myself"

FASHIONISTAS

+25%

more likely to wear designer clothes