

BRAND | Now

“Now is the glamorous home of breaking celebrity news, riveting real life reads and gorgeous fashion and beauty.”

Editor, Sally Eyden



- For the very latest on UK and USA celebrities, the real stories behind the week’s best celebrity pictures and exclusives with the biggest names in showbiz, you need NOW.

KEY FACTS

Circulation:	162,696
Readership:	637,000
Frequency:	Weekly
On Sale:	Tuesday
Price:	£1.55

READERSHIP

Median Age:	30
ABC1:	64%
Female Main Shopper:	80%

LIFESTYLE

‘I really enjoy any kind of shopping’ INDEX 146

‘I buy new products first before most of my friends’ INDEX 210

‘I tend to spend money without thinking’ INDEX 163

‘Advertising helps me choose what to buy’ INDEX 196

‘I’m tempted to buy products I have seen advertised’ INDEX 186



Display Rate Card

woman

Woman's Own

chat

Pick Me Up!

Woman's Weekly

Now

Whole Page	£19,050	£23,650	£10,774	£8,900	£12,400	£18,000
Full page 1st Half*	£21,950	£27,200	£12,390	£10,235	£14,300	£19,800
Covers	£22,900	£28,350	£13,629	£11,258	£14,900	£27,720
DPS	£38,100	£47,300	£21,548	£17,800	£24,800	£39,600
1st DPS	£45,700	£56,700	£22,680	£21,360	£29,800	£45,000
Half Page	£14,250	£17,800	£7,110	£5,800	£9,300	£9,000
Quarter Page	£7,125	£8,900	£3,555	£2,900	£4,650	-

**(Special Feature Guaranteed)*

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