

BRAND | Woman's Weekly

“The unique mix of inspiring, useful, entertaining and informative features makes Woman's Weekly the indispensable weekly magazine for the mature woman.”

Editor, Diane Kenwood

- Woman's Weekly Celebrates the home, family and lives of mature women.
- It provides them with practical help, advice and inspiration and is a clear favourite in its sector.



KEY FACTS

Circulation:	307,756
Readership:	610,000
Frequency:	Weekly
On Sale:	Wednesday
Price:	4

DEMOGRAPHICS

Median Age:	65
ABC1:	56%
Female Main Shopper:	90%

LIFESTYLE

68% of Woman's Weekly readers treat themselves to things they don't need!

'I really enjoy any kind of shopping'
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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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