

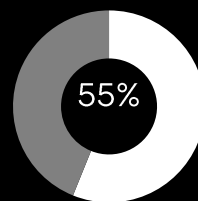
REACH
766,000

readership, per issue.

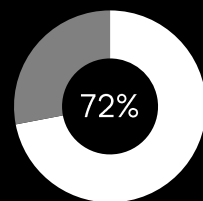
LONDON
BASED
75%

ES
Magazine

ESMEDIA



Female



ABC1
(UK = 55%)

Bigger average issue readership than
Grazia and Harper's Bazaar combined.

Source: PAMCo July 2017 – June 2018

EFFECTIVENESS

75%

of audience recalled ES Mag
cover wrap.

43%

said they would consider
the product advertised after
seeing the creative.

Sources: YouGov research

FASHION
& BEAUTY
LOVERS

92%

more likely to be
interested in fashion.

£££

ES Magazine readers spend
more on fashion than **all other**
supplements, and Vogue or
Grazia readers.

90%

more likely to be interested
in beauty products.

63%

of readers who tried a scent
strip in ES Magazine bought
the fragrance.

NEARLY

1/2

of readers bought a beauty
product after an ES Magazine
recommendation.

Sources: ESI-Q/You Gov Beauty Survey 2017, PAMCo July 2017 – June 2018, TGI Clickstream April-March 2018