

REACH

614,000

readership, per issue.

307,975

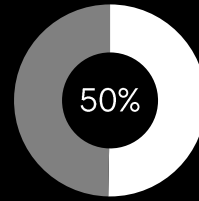
circulation, per issue.

LONDON

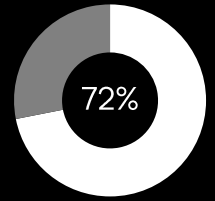
BASED

79%

ES
Magazine



Female



ABC1
(UK = 55%)

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

Source: PAMCo 4 (Apr '19 - Mar '20 + Sept Comscore); ABC (Jan-Jun-20)

EFFECTIVENESS

1.9M

London commuters, on average, notice an ES cover wrap.

Source: OnePulse 2019, YouGov

75%

of audience recalled ES Mag cover wrap.

43%

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

FASHION

& BEAUTY

LOVERS

£9.7M

spent on skincare & cosmetics each month by readers

£370M

spent on clothes and accessories every year by readers

69%

agree that it's worth paying extra for quality goods

NO.1

among quality newsbrand supplements for reaching fashion influencers

70%

of readers like to treat themselves

Source: TGI Q4 2020