

REACH

766,000

readership, per issue.

363,000

circulation, per issue.

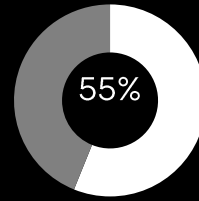
LONDON

BASED

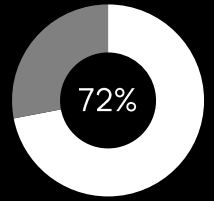
75%

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

73%

don't read any other quality Saturday or Sunday supplement.

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.