



We help brands to grow their business by building unique connections with an aspirational and engaged audience.

Retail & lifestyle destinations - a national pastime

More than **27m adults** each month



That's just over **52%** of all adults and it's consistent UK-wide

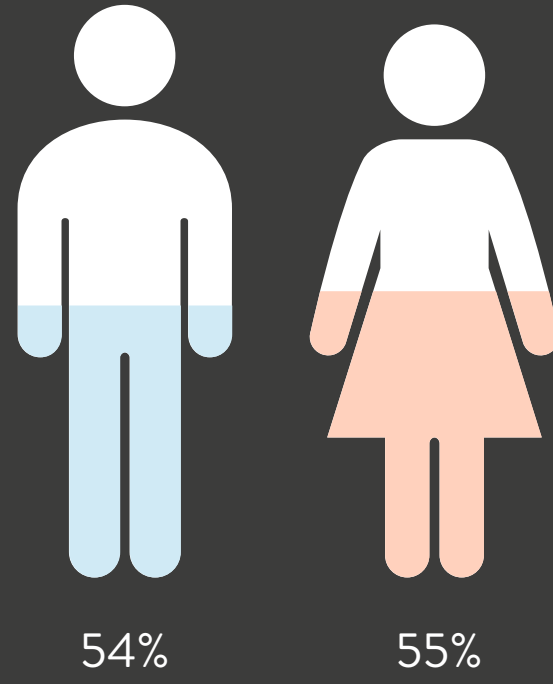
Nth West 54%
West Mids 56%
Wales 46%
South West 48%



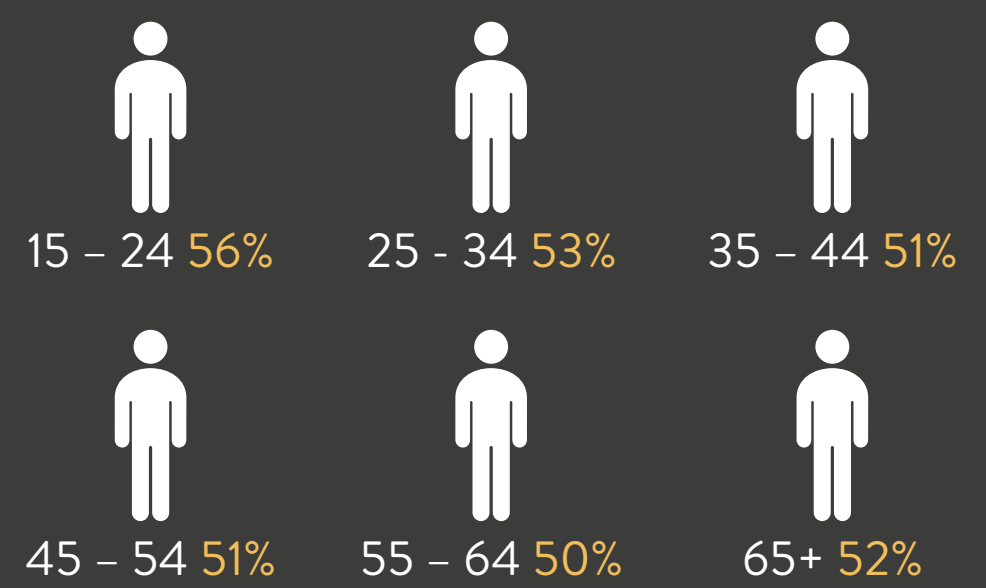
Scotland 54%
North 57%
Yorks & Humb 57%
East Mids 50%
East Anglia 48%
London 56%
South East 56%

A diverse audience

Less of a gender bias than you might think



And consistent across different age groups too



An upscale audience

Over half of all the most upscale adults

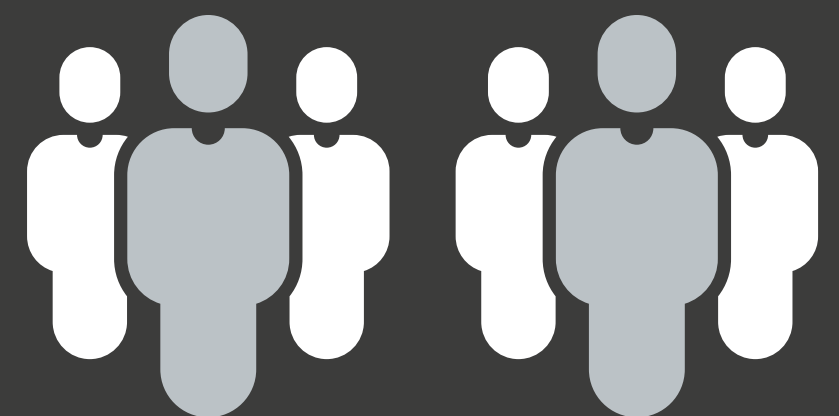


visit each month (**56% social grade A**)

7.5m AB adults visit each month



Over **15m ABC1 adults** visit each month



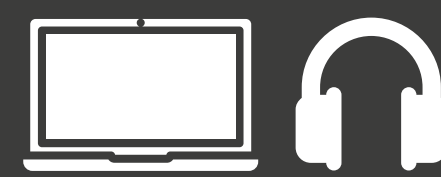
Receptive Consumers

More than 60% of visitors agree



"It's worth paying extra for quality"

Almost 40% of visitors agree



"I love to buy new gadgets and appliances"