



2.7M
READERSHIP

YOU MAGAZINE HAS MORE FEMALE READERS THAN ANY WOMENS WEEKLY OR WOMENS MONTHLY PUBLICATION

FASHIONISTAS
1.3M



+ 1.6M
WOMEN

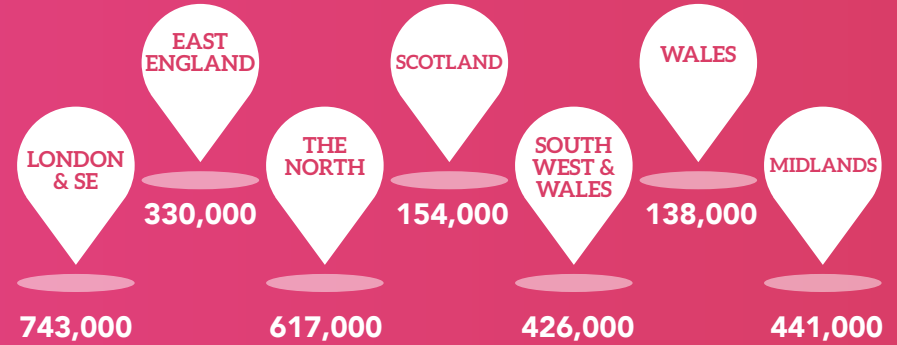
ABC  **1.1M**
WOMEN

AB **0.5M**
WOMEN

FEMALE
MAIN
SHOPPERS
1.5M

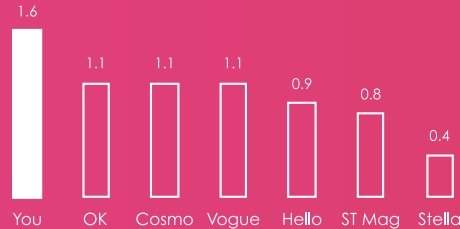
NRS APR 15 - MAY 16 | TGI GB 2015 Q4 (JULY 2014 - JUNE 2015)

READERSHIP BY REGION



YOU MAG IN THE MARKET

WOMEN (MILLIONS)



FASHION, BEAUTY, HOME & FOOD

THE FOUR EDITORIAL PILLARS

-  IT'S IMPORTANT TO BE WELL DRESSED **i118**
-  INTERESTED IN BEAUTY EDITORIAL **i147**
-  INTERESTED IN FOOD & DRINK EDITORIAL **i146**
-  INTERESTED IN HOME EDITORIAL **i153**