

# LIFESTYLE PACKAGE

Introducing Canopy Media's **Lifestyle Package**, a premium advertising solution that spans four of the UK's leading lifestyle magazines. This package offers a great opportunity to reach a diverse and engaged audience across both print and digital channels.



**Good Housekeeping** is the consumer champion on all things **home, food, health, fashion, and lifestyle**. It continues to be the UK's biggest-selling woman's monthly magazine aimed at the **45+ market**, for over 100 years!

**86%** of Good Housekeeping's audience are women, **45+**, and **69% ABC1**.

- With a print circulation of **364,870** across the UK and a readership of **1.1M readers**.
- With a strong presence across the digital market, Good Housekeeping have **5.7M** unique monthly users and **14.6M** page views.

**COMBINED REACH:  
1,168,500**

**TOTAL:  
£2,500**  
Half page package made up of Print & Digital ads.

Source: PAMCo H1 2024, ABC Audit Jan-Dec 2023

For more information, and to tailor a package that meets your advertising needs, please don't hesitate to contact our in-house sales team for all expertise on print and digital.

EMAIL - [directteam@canopymedia.co.uk](mailto:directteam@canopymedia.co.uk)

Alex De Sio: 07783853343  
Claudio Rodrigues: 07555652779

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CountryLiving



Country Living celebrates a timeless, traditional way of life firmly rooted in the modern world. With its unique blend of **homestyle, gardening, crafts, food, and travel**. Their core audience consists of an even male/female split by **49%/51%**, with an average age of **45+** and **69% ABC1**.

- Country Living have a strong print circulation of **175,039** across the UK as well as **509K** readership.
- With a strong presence across the digital market, Country Living have **1.5M** unique monthly users and **4.8M** page views.

COMBINED  
REACH:  
**569,500**

TOTAL:  
**£1,900**  
Half Page package made up  
of Print & Digital ads.

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prima



443K READERSHIP

Prima provides women with tips, ideas, and advice for everyday life. From **craft, food, fashion, health, travel, beauty solutions** and **family** life.

On average, the typical target audience for Prima is a combination of women, with a core age of **46-64**, and **62% ABC1**.

- Prima has a circulation of **164,264** across the UK and a readership of **443K** readers.
- In terms of digital, Prima reaches **620K** unique users and has **2.1M** pages. Alongside, **108.2K** social followers.

COMBINED  
REACH:  
346,500

TOTAL:  
£1,600  
Half Page package made up  
of Print & Digital ads.

Source: PAMCo H1 2024, ABC Audit Jan-Dec 2023

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**249K Readership**

As **Red** celebrates its 26th birthday this year, it's perfect for your style-savvy, time-poor readers. From effortless **modern fashion** to **wellness, cool interiors** and **wanderlust travel**, Red is a thought-provoking lifestyle magazine aimed at **women**.

Their target audience are typically women, with a **core age of 33-54**, and **71% ABC1**.

- Red has a print circulation of **101,282** across the UK and a readership of **249K** readers.
- From a digital angle, Red has **614K** Unique monthly users and **13.4M** page views.

**COMBINED REACH: 294,500**

**TOTAL: £1,600**  
Half Page package made up of Print & Digital ads.

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# WHY CHOOSE CANOPY MEDIA'S LIFESTYLE PACKAGE

Across all 4 magazines, you can secure a comprehensive lifestyle package at the following combined rate:



## GOOD HOUSEKEEPING

### BRAND PILLARS:

- Lifestyle
- Home
- Fashion
- Health
- Food



## COUNTRY LIVING

### BRAND PILLARS:

- Homestyle
- Garden
- Craft
- Food
- Travel



## PRIMA

### BRAND PILLARS:

- Food
- Fashion
- Beauty
- Health
- Travel
- Family
- Craft



## RED

### BRAND PILLARS:

- Fashion
- Home
- Travel
- Health

**TOTAL REACH:**  
**2,379,000**

**TOTAL:**  
**£3,400**

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