Fashion and beauty
Right. Now.
Why the Guardian

We are the **most trusted** and **widely read** quality news publisher in the UK, reaching over **23 million** readers a month.

But we’re more than just the news – we’re an authoritative presence in fashion and beauty thanks to our editors like Jess Cartner-Morley and Sali Hughes.

The Guardian is progressive by nature and we’re not afraid to be bold - digging deeper and questioning the status quo. With this comes a modern, forward-thinking audience.

With consumers being more considered about spending choices in light of the cost of living crisis, it is even more important for brands to build loyalty and be relevant. That’s something Guardian advertising can do for your brand. Our Guardian Labs lifestyle content saw over **34 million** impressions last year.

We’ve got the reach, influence and storytelling capabilities to make your brand part of modern, progressive fashion and beauty culture.

Sources: TGI 2022, PAMCo 2022
We reach big numbers

Sources: Guardian Data Lake, 1st May 2022 - 31st July 2022 / TGI 2022, PAMCo 2022

3.2m
Page views per month to our culture section

815k
Page views per week

464k
Users per week

39s
Attention time per article
Bigger than competitor sets

We’re bigger than the **Telegraph** and the **Metro** in lifestyle.

We’re bigger than **Vogue** and **ELLE** combined in fashion.

Our weekend magazine reaches more people than **Cosmopolitan** and **Marie Claire**.

**Sources:** TGI 2022, PAMCo 2022
Our audience values sustainability and ethics

81% Say it’s important that fashion brands treat all staff well

83% Prefer long-lasting clothes over fast fashion

71% Want to buy from environmentally friendly brands

69% Want to do their bit and buy from brands that give back to society

Source: The Guardian/Qu Mind Vertical Insight Survey, July 2022
How do they shop?

<table>
<thead>
<tr>
<th>Preference</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer to shop for fashion and beauty products in-store</td>
<td>48%</td>
</tr>
<tr>
<td>Enjoy going shopping with friends and family</td>
<td>43%</td>
</tr>
<tr>
<td>Enjoy going shopping with nothing in mind</td>
<td>48%</td>
</tr>
<tr>
<td>Prefer to shop online</td>
<td>38%</td>
</tr>
</tbody>
</table>

Source: The Guardian/Qu Mind Vertical Insight Survey, July 2022
How has the cost of living affected spending habits?

Fashion is a key area which is affected by the rising cost of living, yet our audience is still spending, particularly in the lower age groups.

Our audience spends on average £72 per month on fashion and beauty:

- Under 34s spend an average of £106 per month
- Over 34s spend an average of £58 per month

However, our readers have adjusted their spend accordingly due to the cost of living crisis:

- 79% of Guardian readers feel they’ve been affected by the rising cost of living
- 73% of Guardian readers expect the increased cost of living to impact their spending decisions - this rises to 81% of those already affected

Source: The Guardian/Qu Mind Vertical Insight Survey, July 2022
Secondhand, thrifting and renting is becoming more popular

42% Purchase fashion and beauty products via any secondhand method

40% Say they've used an online platform (eg eBay, Depop) to sell clothes themselves

68% With children under 5 have sold clothes online

56% Of female readers agree that secondhand shopping appeals more than it used to

Source: The Guardian/Qu Mind Vertical Insight Survey, July 2022
Effective results
Effective results. After seeing Guardian campaigns we found...

87% Have bought or planned to buy SkinCeuticals products in store

7% Brand uplift for Emporio Armani as measured by Brand Metrics

4 in 5 Recallers bought or intend to buy Clarks Shoes
Opportunities
Multi platform opportunities

National Skin Awareness Month: September

Fashion Weeks:
- September/October
- February/March
- June/July

Print: Saturday Magazine & Observer Magazine
- Full Page
- DPS
- Outside Back Cover (10% loading fee)
- Coverwraps
- Observer Magazine Fashion Specials*
  - 25 September 2022 - Women’s
  - 6 November 2022 - Men’s
  - 12 March 2023 - Women’s
  - 2 April 2023 - Men’s
  - 24 September 2023 - Women’s
  - 15 October 2023 - Men’s

Online
- Contextual/keyword targeting
- 1st party data audience segments eg “Fashion Audience” and “Beauty Audience”
- Takeovers of the entire Fashion and Beauty sections

Podcasts
- Spot Ads (specific podcast or network)
- Show Sponsorship

Newsletters: Fashion Statement
- Weekly or monthly display
- Weekly or monthly sponsorship

Incentivised Packages (Valid until December 22)
- £10k spend (any platform) = 10% AV
- £20k spend (any platform) = 15% AV
- £30k spend (any platform) = 20% AV

*dates are subject to change
Thank you