

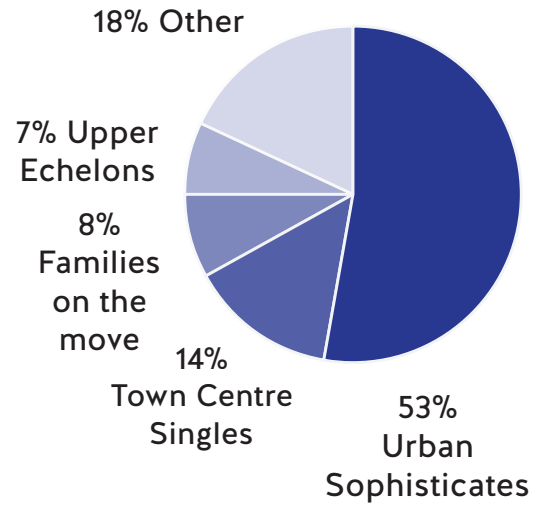
Our Audience

An Age of Discovery

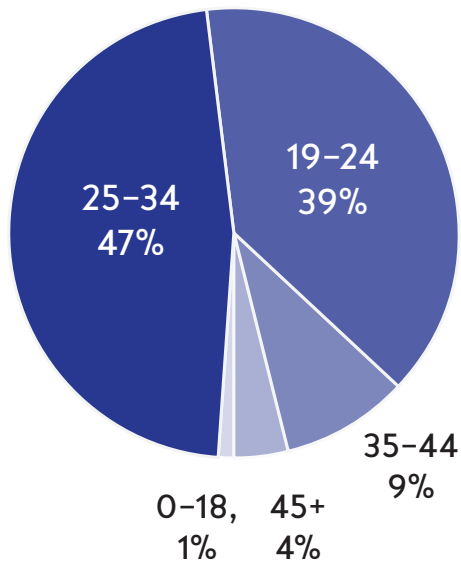
The Skinny readers want to know more and set the trends.

The Skinny magazine bucks the trend.

Our print reach continues to expand and engage new audiences. Each location has its own style and personality, with bespoke, localised content and listings.



Age Profile



Even Appeal

51% Female | 49% Male

82% ABC1 Readership

Reader Profiles

- 98%** Listen to music every day
- 87%** Attend at least two festivals a year
- 87%** Like to read about events
- 72%** Read The Skinny every issue
- 69%** Eat out every week
- 67%** Go clothes shopping every month
- 63%** Work full time
- 62%** Go on 2-4 holidays a year
- 59%** Are educated to degree level
- 44%** Visit theskinny.co.uk at least once a week
- 44%** Go to at least 3 gigs a month
- 44%** Are in the pub twice a week or more
- 43%** Like to know about events/artists before anyone else
- 38%** Attend at least one festival abroad each year
- 34%** Buy music at least once a week
- 25%** Are studying



Photos: Sarah Donley and Michaela Bodlovic

