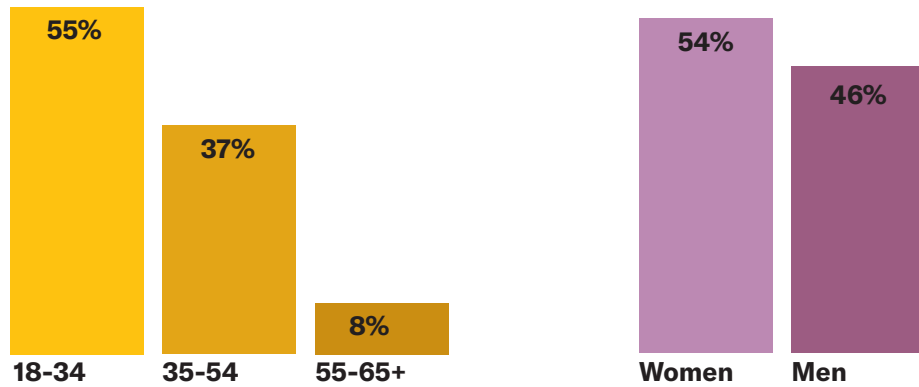


READERS & REACH

The Skinny reader is young, has cash, and goes out. Culturally adventurous, our core demographic is 18-34 years old, ABC1 and a roughly even gender split, favouring women.



↑
115,000 social media followers across Facebook, Twitter and Instagram

↑
125,000 monthly unique users, 350,000 monthly page views and 12,000 email subscribers

↑
35,000 free monthly copies and 165,000 monthly readers

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Don't take our word for it. Here is a small selection of the organisations who support The Skinny.



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