



PSYCHOLOGIES
Media Kit 2016 MAGAZINE

PSYCHOLOGIES

MAGAZINE



BRAND REACH

Circulation: 69,408 (ABC)*

Readership: 389,000

Subscribers: 16,400

Unique users: 245,000

Social audience: 1.3M

Email subscribers: 51,000

*SOURCE: ABC JUL-DEC 2015



ON-PAGE ADVERTISING RATES

DPS	£10,000
Full page	£6,000
Premium positions (IFC, IBC, OBC) + 10% loading	
Full page advertorial	£9,600
Half-page	£3,300
Quarter-page	£1,815
Classified	from £300

ONLINE ADVERTISING RATES

Website leaderboard	from £9 CPM
Website MPU	from £11 CPM
Sponsored native content	from £20 CPM
E-newsletter MPU	£18 CPM
E-newsletter baseline banner	£14 CPM
E-newsletter exclusivity	£40 CPM
Solus e-newsletter	£50 CPM
Custom solutions	POA

CONTACTS

Advertising Sales Executive Patricia Hubbard 01959 543514
patricia.hubbard@kelsey.co.uk

Commercial Manager Emma Doran 01959 543706
emma.doran@kelsey.co.uk

Business Development Manager Hayley Mott 01959 543726
hayley.mott@kelsey.co.uk



NEWSLETTER
Reach: 51,000

PRINT EDITION



Circulation: 69,408 (ABC)
Print subscribers: 13,200 (ABC)
Total readership: 389,000

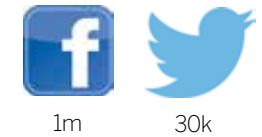
THE PSYCHOLOGIES WOMAN



ABC1 female profile: 75%
AB female profile: 32%
Average age: 43
80% work and 52% work full-time, significantly higher than the national average (ONS 2014)
75% are the main household shopper
48% are mothers
30% have children under 16
19% are mothers to children of prime marrying age (23-35)
SOURCES: PSYCHOLOGIES AUDIENCE SURVEY, 2015, TGI, Q1 2015

PSYCHOLOGIES
MAGAZINE

SOCIAL MEDIA



WEB
245,000 monthly unique users
1 million page views
64% increase YoY
Average visit duration: 2 minutes

LIFELABS.CO.UK
BESPOKE BLOGGING PLATFORM
More than 150 top experts
2,637 registered users



DIGITAL EDITION
Digital subscribers: 3,528 (ABC)



OUR REACH

1,986,100

Intelligent, aspiring, high-net worth women



OUR AUDIENCE

79% are actively looking for ways to improve their health and wellbeing

70% seek inspiration for travel ideas from Psychologies

80% work, compared to a national average among women of 67%

3 times more likely to be self-employed than the average woman

61% spend in excess of £20 on haircare every month

45% spend more than £150 on clothing every month

SOURCE: PSYCHOLOGIES AUDIENCE SURVEY, 2015

ON-SALE DATES & COPY DEADLINES

Issue	Copy deadline	Publication date
JANUARY 16	9 November	27 November
FEBRUARY 16	3 December	24 December
MARCH 16	11 January	29 January
APRIL 16	8 February	26 February
MAY 16	7 March	24 March
JUNE 16	11 April	29 April
JULY 16	9 May	27 May
AUGUST 16	6 June	24 June
SEPTEMBER 16	11 July	29 July
OCTOBER 16	8 August	26 August
NOVEMBER 16	12 September	30 September
DECEMBER 16	10 October	28 October





FLOURISH!

So, another new year. Does it fill you with energy and excitement? Or do you feel overwhelmed, a hangover from the things you failed to achieve last year? This month we offer a different approach, backed up by research from leaders in the positive psychology field. We don't want to tick gods off a list, we want to flourish! Flourishing is the branchchild of Martin Seligman, the godfather of positive psychology, who believes happiness is too fleeting to invest all our energy in and if we aspire to flourish instead, we'll build something more lasting. We offer a 12-month masterplan: tips on building a strong vision, courage and self-knowledge that will set you up not just for January, but, hopefully, the rest of 2024. Go forth and... flourish!



MIND OVER MATTER



WAKE UP HAPPY

Delight, joie de vivre, bliss... however you describe it, pleasure is what gives life its spice. This month's Downier asks who we should make it a priority (page 42), and whether we can teach our children how to enjoy life (page 46). Thomas Hare (page 48) and Charlotte Higgins (page 50) both have surprising insights on joy, and our experts offer five ways to cultivate some of what you fancy in life. But page 54! Enjoy!

"Joy is the fun what the deep sea is to a puddle. It's a feeling inside that can hardly be contained!"
— Terry Pratchett, *A Hat Full of Glory*



Why goals make us happy



"It's weird not to be weird" — *Success*



What do you want to be?

Offering a unique women's lifestyle package, Psychologies mixes inspiring personal development features with A-list interviews and articles on relationships, family, travel, food, fashion, beauty, health and wellbeing. Psychologies celebrates confident, contemporary, style-conscious women who want to get more from every aspect of their lives.

Readers look to Psychologies for genuine food-for-thought and tools for living.



How to have a portfolio career



SHINE ON

This summer, as we rediscover our love of clothing, we should also shed our long-held misconceptions... let go of the idea of perfection and ignore the in-sufficiency of retail-size body ideals that operate like "summer reality" for you. Summer is a time to embrace the light, get outdoors, be around friends and family, and enjoy our fair skin. As temperatures rise, some adjustments to your beauty rituals will make the shift more clear and help you embrace the beauty and fun of the season. It's not taking your skin care routine a little extra TLC for your skin, so getting straight lip color or simply not thinking your daily routine, we have expert tips, product picks, and styling ideas to help you feel good in your own skin this summer...



You only live once

There's something about basking in the sun with the breeze on your face after a busy day of work that the summer months can't help but repeat the warm days full of adventures, the big evenings full of parties, and the late mornings, anything goes moments. But why do we only allow ourselves two weeks a year to live like this? Back in reality or at least over the rest of the year, we often get slumped and tired of the TV or caught up in the daily grind, with nothing to show for our time, all the while being bombarded with online images of people simply living. "SOLO - you only live once!" But how can we make the most of every minute? How do we make the day every day? Join us - grab hold of that bucket and make this summer one that you'll never forget.



CHILDHOOD REVISITED

Take a stroll down culinary lane, back to the fondest memories of youth

