



# The Christmas magazine

POWERED BY  
*Passion*  
KELSEYmedia



# Christmas 2021

will be like no other so let's start the  
Countdown here

**COPY DEADLINE  
AUGUST 31**



- \* Start your Christmas planning today
- \* On – Sale Sept 17th till December
- \* Print run 150,000
- \* Bumper pack along with the magazine you will also get a
- \* 64 page Food Guide, 32 page gift guide and a 32 page Craft guide to help you make Christmas 2021 one to remember

The  
**Christmas**  
magazine

# THE UK'S BIGGEST SELLING CHRISTMAS MAGAZINE

*The Christmas Magazine demographics and stats:*

**98%**  
readers are  
female

68% are aged  
between  
30-60 years old

65% enjoy  
reading the  
**gift guides**

32% have  
children under  
the age of 18  
years

*Everything you need to  
help you prepare for your  
perfect Christmas*



73% buy  
**Christmas  
Magazine**  
for gift ideas

78% readers  
make charity  
donations

**48%**  
redecorate for  
Christmas

80% readers  
stock up on  
alcohol for  
Christmas

54% enjoy buy  
seafood and  
shellfish over  
Christmas

76% enjoy  
reading about  
Christmas  
**decorations**

67% enjoy  
reading about  
food and recipes

**60%**  
enjoy reading  
about craft

Source: The Christmas Magazine survey 2019

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*Everything you need to  
help you prepare for your  
perfect Christmas*



*What gifts The Christmas Magazine readers buy*

**85%**  
buy clothes gifts

80%  
buy  
alcohol gifts

70% buy  
**toys  
gifts**

68% buy  
confectionary  
gifts

**61%**  
buy fragrance  
gifts

57% buy gift  
voucher gifts

**55%**  
buy alcohol gifts

50% buy  
**tech  
gifts**

Source: The Christmas Magazine survey 2019



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