



Closer

MEDIA PACK

THE MISSION

Combining the news, gossip and glamour of the celebrity world with extraordinary and compelling real-life features, **Closer** connects with its reader by getting to the very heart of every story.

Our unrivalled breadth of content is carefully designed to engender a sense of loyalty - with a dedicated life and style section all about the things that really matter to our readers, plus an in-depth 15-page TV guide on what to watch that week. We have a deep understanding of who our reader is and what's important to her - family, friends, wellbeing and having time to herself. **Closer** offers entertainment, practical advice, inspiration and escapism.



THE READER



The **Closer** reader is 25-45 and at the heart of modern family life. She puts her friends and family first – they are her world. Her life is really busy – she is likely to be juggling work with being a mum and running the household, but she loves her life, she enjoys it to the full and doesn't take herself too seriously.

The health and happiness of her and her family are her main priorities. She places importance on following a balanced diet and tries to exercise regularly. Although, she also believes in the saying “everything in moderation,” so will enjoy a glass of wine or the odd pizza without feeling guilty!

She likes to keep on top of the soaps when she can. She loves fashion and likes to go shopping in her spare time, listing New Look, River Island and Next as her favourite places to shop.

She comes to **Closer** for its unique mix and breadth of content – everything from the latest celebrity news, body transformations and diet advice, to the most recent beauty and high-street fashion trends and affordable, useful beauty products.

Closer readers are extremely loyal – more than 7 in 10 buyers have been purchasing **Closer** for three years or more, and 71 per cent claim to purchase the magazine every week!

STATS:

65% ABC1

48% Married
or living with partner

53% Children aged 0-15

Mean age: **38**

In employment: **73%**



CLOSER CELEBRITY

Closer doesn't just rewrite a story that has hit the news that week – we find an exclusive angle or unique picture and get to the truth behind the headlines. Despite their wealth and success, just like us, famous people all have issues with their love lives, families, body image and wellbeing – and this ensures our readers identify with them. Similarly, we integrate real-life stories with our celebrity content. By illustrating celebrity stories with real people who've gone through the exact same thing, we make the showbiz world more accessible. And, as well as getting to the heart of the biggest showbiz stories, **Closer** includes talking points around debate and opinion to reflect the buzz of the week, while also delivering exclusive chats with the most-talked-about stars.

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CLOSER REAL LIFE

Week in, week out, the **Closer** features team break powerful and thought-provoking stories. From the outrageous to the hilarious and heart-warming, our unique real-life content celebrates the extraordinary things that make ordinary people so fascinating. Whether it's a serious emotional read, a quirky tale or a hard-hitting news story, our features never fail to capture our readers' imaginations. Our in-depth news reports and special investigations around issues that affect our readers' lives set the news agenda, while our topical opinion pieces create and reflect vibrant talking points in the week, as well as exploring those hotly-debated topics trending on social media. Such is **Closer's** editorial excellence, our stories are regularly picked up by TV breakfast shows and the national press.

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CLOSER LIFE & STYLE

Closer's lifestyle content is useful, glamorous, aspirational and affordable – whatever our readers want from life, we're here to help them get it, with up to 20 pages covering everything from money-saving ideas to home and wardrobe inspiration, plus practical advice from our experts.

Readers love our inspirational, wearable style solutions because we help them to look their best and spend their money wisely. Our **fashion shoots** are applauded for showcasing the hottest trends on realistically-sized models, while our **beauty pages** reveal the latest trends, uncover the truth behind the newest fads and put purse-friendly products to the test.

Closer readers know sensible eating and exercise are key to feeling fit and confident – and our exclusive celebrity **body chats** play a major part in that. Our innovative **interiors**, fabulous **food** and savvy **money** pages are packed full of top tips and how-to advice, from revamping your home to making delicious meals from leftovers and the secret to landing your dream holiday on a shoestring.

Closer understands that while our readers love to look good on the outside – they want to feel great on the inside, too. **TV psychologist Emma Kenny** is on hand to make sense of your emotional issues, while her moving one-on-one therapy sessions with a host of celebs gets to the heart of their real-life struggles. And TV medic **Dr Christian Jessen** delivers his weekly diagnosis on the important health issues in the news – and sorts the fact from the fiction.



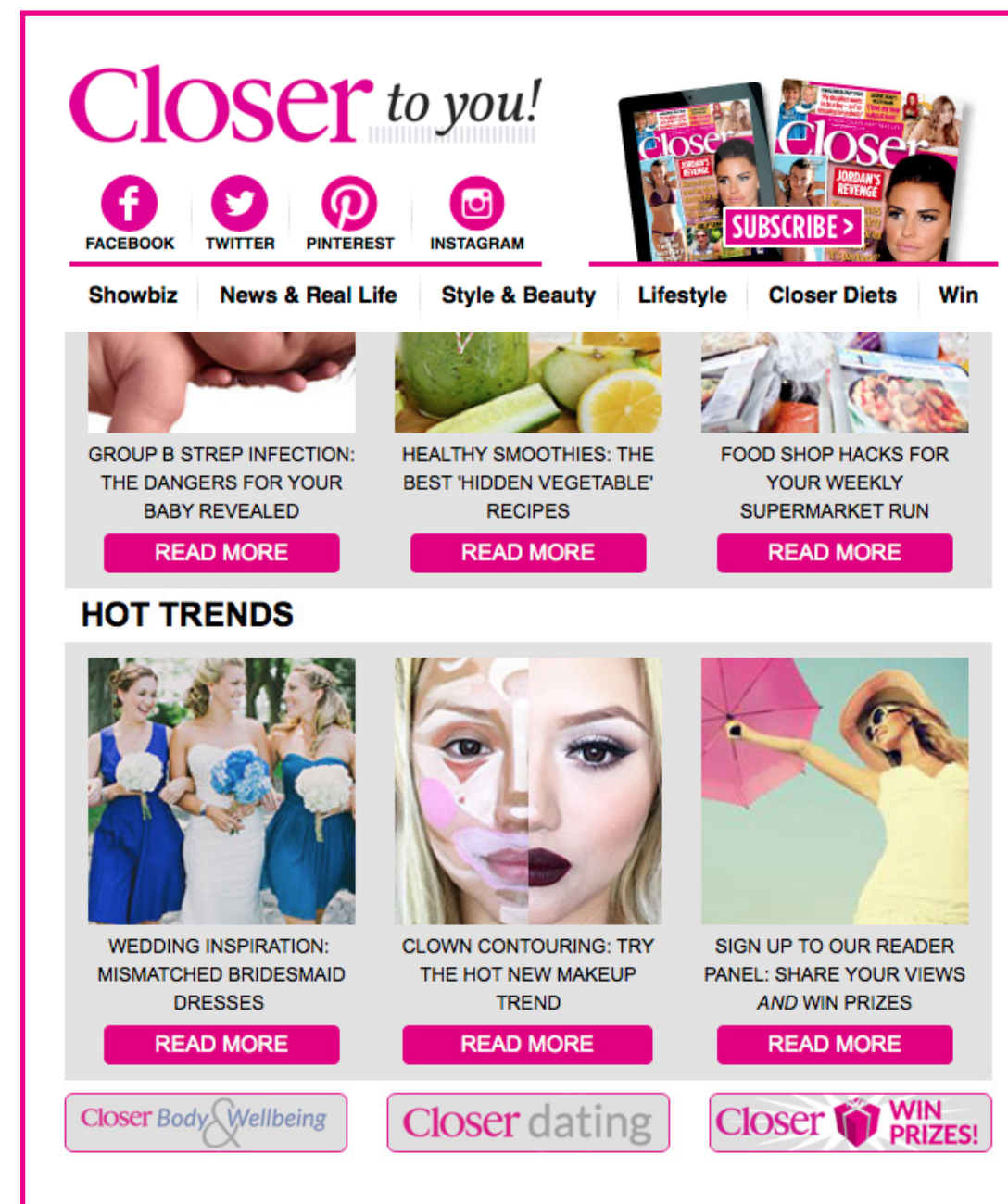
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CLOSER TV

Closer's bumper TV section doesn't just give our readers a 15-page lowdown of what not to miss that week, it also features exclusive chats with TV stars, plus a weekly soap round-up – including the gritty storylines and behind-the-scenes gossip with cast members. We bring readers the very latest TV-related breaking news – catching up with Paul Hollywood to talk about **The Great British Bake Off**, visiting the **Emmerdale** set to cover a hard-hitting storyline, or going behind-the-scenes on **Good Morning Britain** and **Loose Women**. In every issue, we highlight our picks of the day; the shows we know everyone will be talking about. Our seven-day listings provide a comprehensive what-to-watch-at-a-glance guide, too.



MULTI PLATFORM OFFERING



CLOSER TO YOU! WEEKLY NEWSLETTER

Closer to you! delivers the latest need-to-know celebrity news, real-life stories and exclusive competitions straight to your inbox every Wednesday.

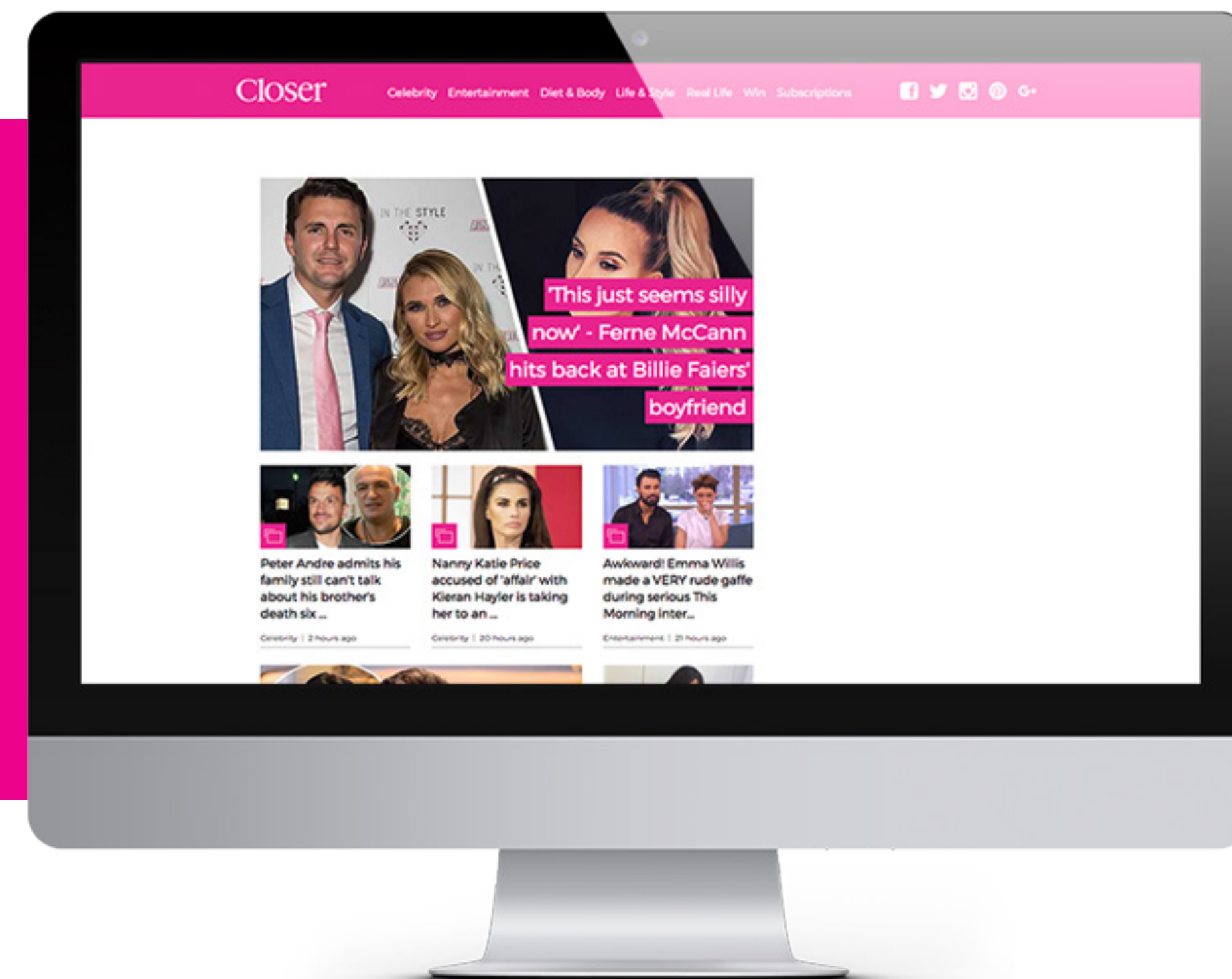


CLOSER DIGITAL EDITION

Readers can download and enjoy their favourite magazine to get their celebrity, real life and style fix wherever they are.

CLOSERONLINE.CO.UK

Closer is one of the UK's leading lifestyle sites, covering the latest news, real life, health, celebrity, TV, money, food, family and more. **Closer** inspires, connects and speaks to real women across the UK. Provoking debate and evoking emotion, **Closer** tackles the hard-to-talk-about issues at the heart of the nation. Placing importance on family, friends and travel, **Closer** helps readers achieve their aspirations, enjoy life's luxuries on a budget, make healthier lifestyle choices, or simply take a break from their everyday routine.



STATS:
97% female
43% ABC1

AD RATES

DISPLAY

Full page FH: £8,400
Full page ROP: £7,700
IBC: £8,470
OBC: £10,920
DPS FH: £15,960
DPS ROP: £14,630

ADVERTORIALS

Full page: £10,920
DPS: £20,748

PRODUCTION

For production rates,
please contact your Creative
Solutions Salesperson

INSERTS

Bound-in: £40 CPT
Tip-on: £50 CPT
Loose insert: £25 CPT
TV box: £5,000

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