

A photograph of two women sitting on a yellow patterned sofa, laughing and smiling. The woman on the left has long blonde hair and is wearing a white cardigan over a pink top. The woman on the right has dark hair and is wearing a beige sweater. They are both holding smartphones. The background is a blurred indoor setting.

WEEKLIES

Best & Inside Soap

HEARST



BEST OVERVIEW

best is direct celebrity access, style and straight talk! Smarter women buy **best** – the latest diets, fashion, money-saving tips and down-to-earth advice.

509K

Readership

49,008

Circulation

12% / 46%

AB / ABC1 Profile

45-64

Core Age Group

89%

Main Shoppers

“

best talks to smarter, sharper women – bursting with celeb secrets, ageless beauty, fashion that celebrates your shape, real-life stories AND money saving tips! Proudly championing the best of British heroes with our annual *Best Heroes Awards*, celebrating the extraordinary achievements of ordinary people

”



Siobhan Wykes

best Editor



INSIDE SOAP OVERVIEW

The UK's soap bible, *Inside Soap* brings our readers unparalleled behind-the-scenes access to the biggest shows on TV, star interviews and in-depth coverage of all the hottest storylines.

686K

Readership

51,310

Circulation

8% / 42%

AB / ABC1 Profile

25-54

Core Age Group

87%

Main Shoppers

“

“The soaps remain the biggest, highest-rating entertainment brands in Britain. *Inside Soap*, now in its 30th year, is the *only* ‘access all areas’ guide.

With its upbeat blend of exclusive news, gossipy interviews, and irreverent humour, *Inside Soap* celebrates the fun side of Britain’s top TV obsession – and is beloved by soap fans and soap stars alike.”

”



Gary Gillatt

Inside Soap Editor

H E A R S T

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