



prima

THE LIFESTYLE BRAND

FOR CREATIVE WOMEN

HEARST





BRAND

OVERVIEW

## Prima

Prima provides women with all the advice, tips and ideas for the things that matter in their lives, from craft to baking, whilst keeping healthy and enjoying family life.

What's unique about the brand is its community of crafters, which is seeing record growth at a time when crafting has never been more popular with a growing younger and more diverse audience.

HEARST

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There has never been better time to edit *Prima*.

*Prima* is the UK's biggest women's lifestyle magazine that champions crafting. With more than 60,000 subscribers to our sewing pattern every month this makes us the biggest crafting magazine in the UK.

According to the British Craft Council, more than 38 million people buy hand-crafted products; a huge increase from 15 years ago when the figure was just over six million. Previously considered a passion of an older generation, now almost a third of today's craft buyers are aged under 35.

This change is down to a number of cultural shifts, which include people wanting to move away from buying disposable objects; the desire to support small businesses, and – following the pandemic – the realisation about the benefits of craft for our mental wellbeing.

And *Prima* is perfectly placed to take advantage of this growing phenomenon.

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SOURCES: The craftscouncil.org.uk



Jo Checkley  
Editor

**HEARST**



# BRAND PILLARS



## CRAFTING & COMMUNITY

What's unique about *Prima* is its community of crafters with more than 60,000 having signed up to receive the monthly *Prima* sewing pattern. Along with sewing, there's knitting and a range of creative, simple and seasonal makes. We also set fun knitting projects for good causes which readers love to get involved with and which reinforces our strong crafting network.



## CELEBRATING THE MID-LIFE WOMAN

*Prima* is a celebration of the mid-life woman. We provide uplifting real-life features with a can-do attitude. Our regular feature slot, 'Mid-life Challenge' highlights women who have changed their lives in a positive and inspiring way whether that's setting up a business, learning a new skill or simply embracing a new look. We show women the best is yet to come and how to achieve it.



## AFFORDABLE, WEARABLE FASHION

Our readers are the stars of *Prima* and each month we transform women with a fabulous reader makeover showing them how to dress to feel confident, flatter their shape in fashions that won't break the bank. We get a great response to this section from readers who write in for the chance to take part in this empowering experience.



## GOOD HEALTH & WELLBEING

*Prima* makes life better for our readers with a no-nonsense, practical guide to good health including diet, exercise and natural health remedies. And to complement their health we make sure our readers feel fabulous too with our *20 of the best...* beauty franchise providing the key tips and buys for top-to-toe gorgeousness.



## SIMPLE, FAST RECIPES & CREATIVE BAKES

The *Prima* reader loves to get in the kitchen and wants quick wins and clever cheats to rustle up fast, delicious meals on a budget. She also loves a sweet treat, and our baking pages are filled with tasty, fun cakes, biscuits and desserts that she can cook to share with friends or even give as gifts to her loved ones and those in the community around her.

# BRAND ECOSYSTEM

## DIGITAL

Seasonal, action-oriented content with tips and tricks on food, fashion, health, beauty and crafting and where to buy it.



## LICENSING

Have your products and services tested by experts at the Hearst Institute and endorsed by the Editor of Prima.



## PRINT

Food, fashion, health, travel and beauty solutions and a free sewing pattern for subscribers every month.



## CRAFTERS

Sewing pattern supplied to 60,000 sewing enthusiasts every month, plus 14 pages of crafting in the magazine each month.



## NEWSLETTER

Bringing the highlights from our website to our readers every week.



## ECOMMERCE

Shop at home with Prima. Homeware, crafting, fashion and seasonal gifting, online buying made easy.



# BRAND ASSETS

## WEBSITE

Search less, and get the best tips and tricks on food, fashion, health, beauty and crafting



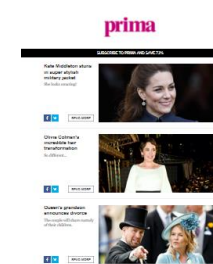
## MAGAZINE

Food, fashion, health, travel and beauty solutions and a free sewing pattern with every issue



## NEWSLETTERS

Weekly newsletters bringing our online highlights to loyal subscribers



## PATTERN

Reach 60,000 women united by their love of sewing with the Prima pattern every month



## LICENSING

Prima branded products and services with an extra creative twist



## HOLIDAYS

Long-haul, short-haul and cruises for every budget with celebrity extras



## OFFERS AND PROMOS

Offers and discounts on goods and services across all our Prima platforms



## EXPERT ENDORSEMENT

Our editors and experts are happy to endorse brands they truly believe in





# KEY NUMBERS

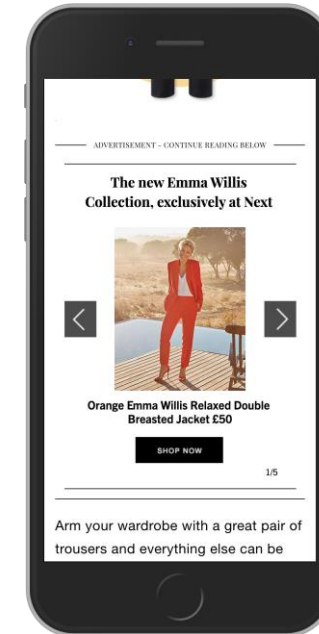
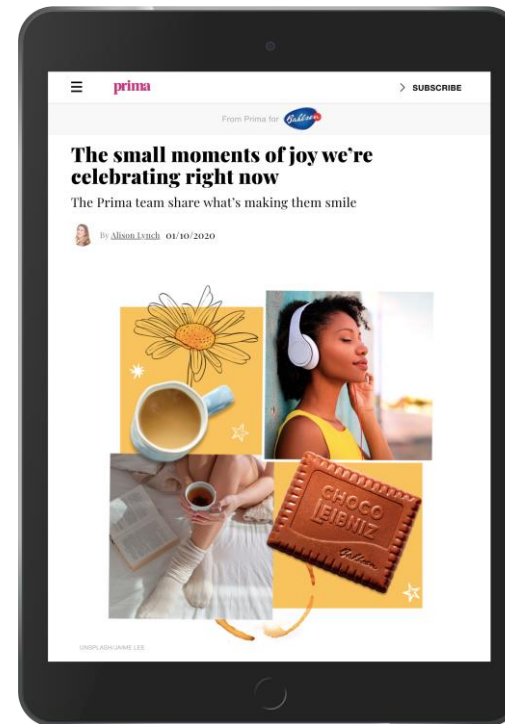
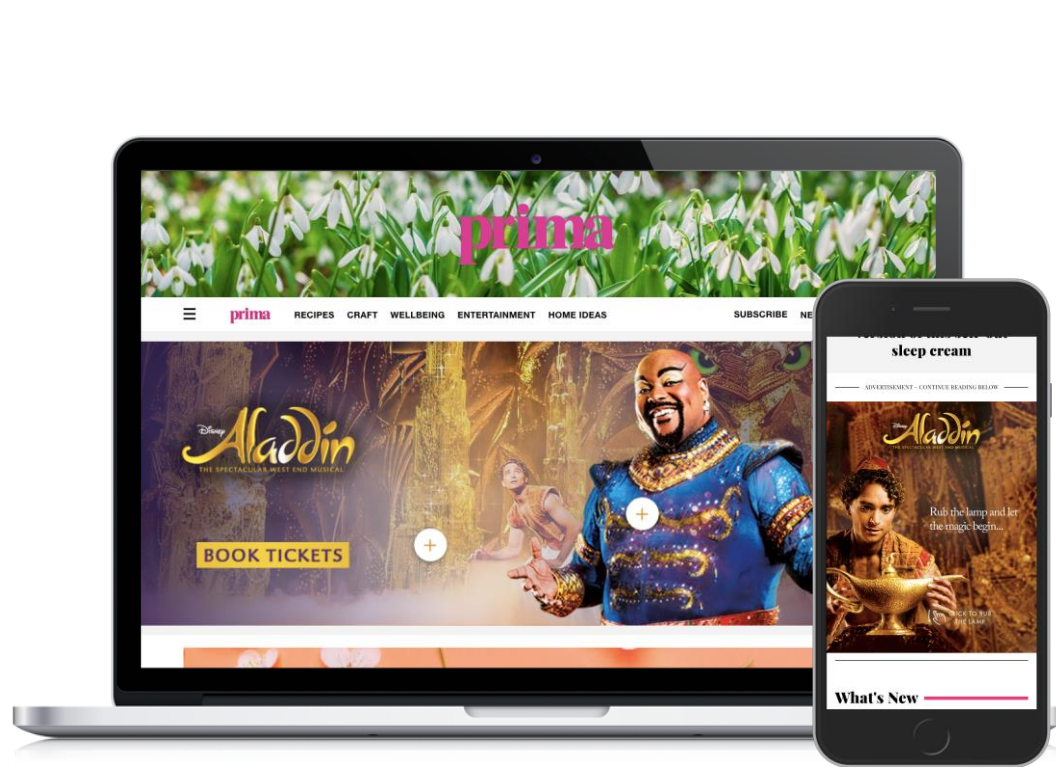
731K	Unique Users	DIGITAL
2.5M	Page Views	
46-64	Core Age Group	
1min 44s	Average Minute PP	
31% / 67%	AB / ABC1 Profile	
108.3K	Social Followers	SOCIAL
13.6K	Instagram Followers	
57K	Facebook Followers	
13.5K	Twitter Followers	
166,519	Circulation	PRINT
491K	Readership	
24% / 61%	AB / ABC1 Profile	



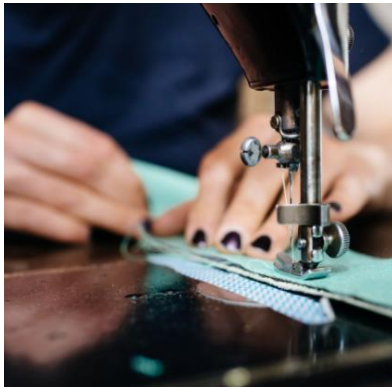
**HEARST**

**PRINT SOURCES:** Total ABC Audits Dec 2022 / PAMCO January 2022 – December 2022 (Nov '22 Ipsos Iris data) **SOCIAL SOURCES:** Hearst Social Media Tracking May 2023 (Facebook number: June 2023) **DIGITAL SOURCES:** IPSOS IRIS/UKOM (UK eyeballs on UK & US sites) May 2023 (AVERAGE MINUTE PP June 2023) / PAMCo (Nov '22 Ipsos Iris data)

# SAMPLE DIGITAL AD FORMATS







## EDITORIAL HIGHLIGHTS

GET CRAFTING

COOK & BAKE

WELLBEING

FASHION & BEAUTY

CHRISTMAS



PARTNERSHIP

OPPORTUNITIES

CONTENT SPONSOR

CRAFT LICENSING

ONLINE TUTORIALS

VIRTUAL CRAFT FAIRS





## CONTENT SPONSOR

**60,000** sewing patterns ordered monthly

**14 pages** of craft editorial every month  
Data collection opportunities

A huge community of online crafters seeking:

- Knitting Patterns
- Découpage Kits
- Knitting Kits
- Card-making Kits



## CRAFT LICENSING

Join our growing band of homeware licensees by becoming a Prima crafting licensee.

Promoted through editorial and endorsed by the Prima crafting team. Hearst UK is now selling over £200m in licensed product each year.



**H E A R S T**

HEARST.CO.UK