

BBC Magazines' Readers

BBC magazines are distinctive, and so are their readers. One in four adults in the UK reads them. They represent an exciting group of people: industry research defines them as active and participative. They travel widely. They want to continue to learn new things. They care about the environment and make informed choices. They care about quality and are willing to pay more to get it. They are more technologically savvy than others.

Unsurprisingly, perhaps, they have a considerable affinity with, and particularly enjoy, BBC television and radio programmes. BBC magazines extend their enjoyment of BBC output.

Source: TGI Sep-Oct 2004

