

Associated Magazines' titles show strength

The ABC October-December '08 figures confirm Cosmopolitan's position as the leading English female glossy, as well as increases for House and Leisure and Marie Claire.

Associated Magazines' glossy titles remained in healthy state despite the downturn in consumer spending 2008.

The latest ABC Total Paid Circulation figures for the company's titles are as follows:

- *Cosmopolitan* 102 615
- *House and Leisure* 35 122
- *Marie Claire* 40 418
- *O, The Oprah Magazine* 45 353

“*Cosmopolitan* magazine is still leading the English women's magazine title thanks to its loyal support base and value-packed editorial offering,” says Andreline van Tonder, associate publisher of Associated Magazines. “Our other two shining stars for this period are *House and Leisure* and *Marie Claire* magazine which both increased their circulation slightly over the period. Both brands have a clear promise to their readers and we believe they will continue to grow in their respective niches.”

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