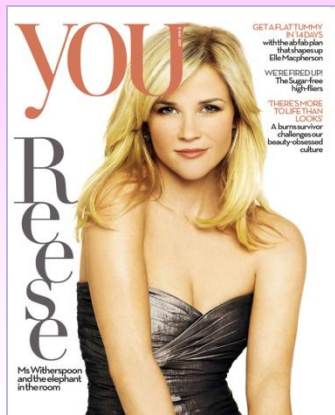


# YOU

February 2012



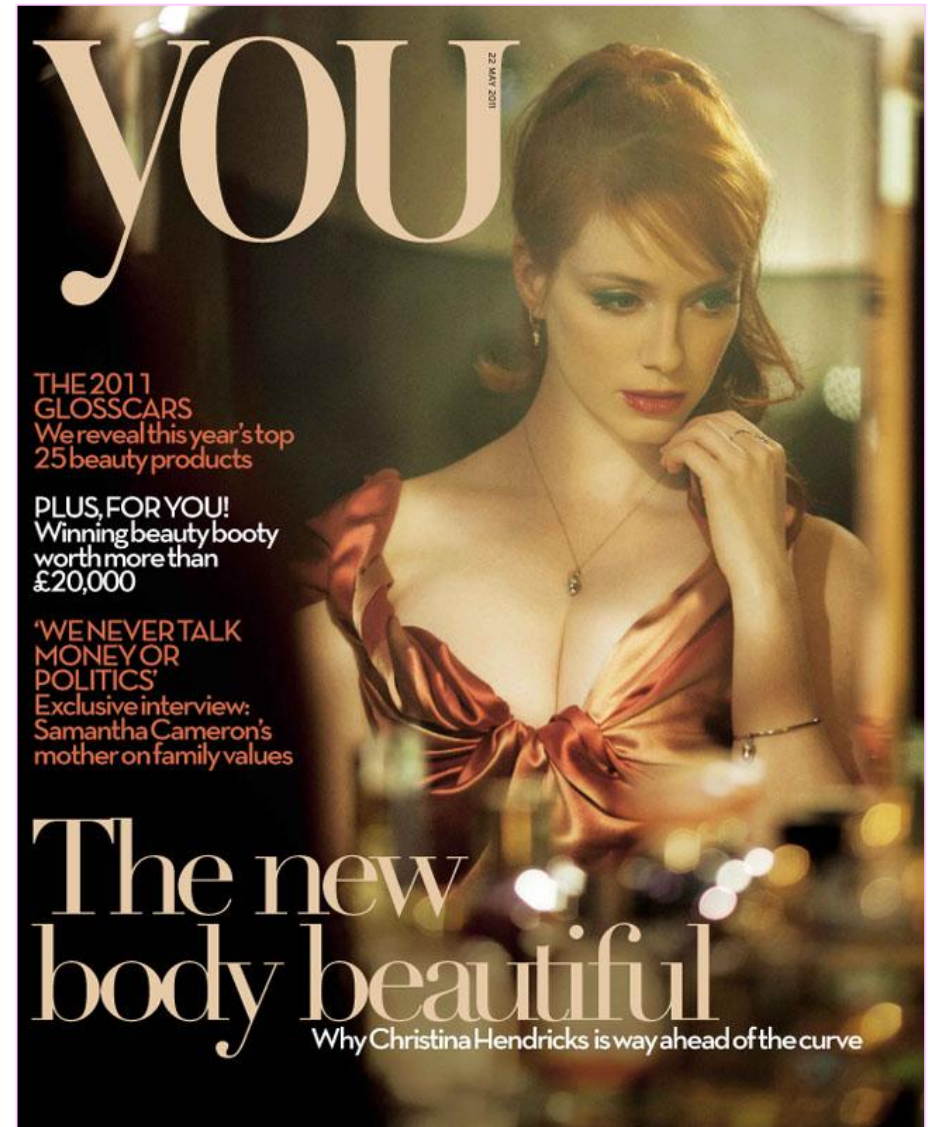
You – a magazine for her

You magazine is the original and best national press women's magazine. It delivers considerably more readers than any other mid-market or quality weekend supplement or women's magazine.

An endorsement from You magazine sells product. It generates queues at beauty counters and empty rails in fashion departments. We have built a passionately loyal readership who are only too ready to give us their ideas and opinions. They trust the magazine and consider it an essential part of their week, saving it to spend some quality time reading, relaxing and researching what's new in the worlds of fashion, beauty, health, food and interiors.

You magazine is truly a publishing phenomenon and continues to go from strength to strength. It was voted Supplement of the Year at the British Press Awards for three consecutive years: 2008, 2009 and 2010.

Contact: Steve Maddren, Sales Manager  
020 7938 7717  
steve.maddren@mailnewspapers.co.uk



Fashion is foremost in You.

Each week our Fashion Forward pages highlight the latest must-have clothes and accessories, with a careful eye on the whole spectrum of price points and stockists.

Fashion for Life columnist, Mimi Spencer, offers her insider take on the latest trends, offering a balanced view of what looks good and often more importantly, what should be avoided!

Style Notes takes a theme (a colour, a texture, a season) around which to build a look and our stylish fashion shoots tempt with fabulous clothes for all occasions and budgets.



You's beauty pages are packed with inspiration to help readers of all ages look their best. We know from our cosmetics clients that a mention in our pages can clear the shelves within hours.

Sarah Barclay's Beauty News column spotlights her pick of the best products available in the shops: party looks, troubleshooting, fragrances - she's always full of ideas and recommendations. Top stylist Jemma Kidd's Make-up Masterclass offers invaluable, step-by-step advice on putting your best face forward.\

Regular multi-page specials focus on summer sun, beauty bargains, CEW award-winners and 'green' beauty. Plus, each week a different celebrity shares her beauty routines and secrets in My Body & I.

DAYTIME

I love wine-coloured lip stains for day. Apply to the middle of the lips with your fingertip and blend outwards for a soft, bee-stung look. Try my

**Jemma Kidd Rosy Glow Lip & Cheek Tint** (£19.57, from Space NK, tel: 020 8740 2085).

Sheer, berry-toned lipsticks suit older women (opaque lipsticks can be harsh and make lips look thinner).

For olive skin, I like **No 7 Sheer Temptation Lipstick in Fascinate** (1, £9.50, from Boots, tel: 0845 070 8090); for darker skin, **Sisley Phyto Lip Shine in Sheer Plum** (£23.50, tel: 020 7591 6380), and for fair skin **Lipstick Queen Sheer Colour in Trance** (2, £17, from Space NK).

Keep the rest of your make-up neutral to offset your lips - sheer foundation, neutral shadow and a coat of mascara should be enough.

EVENING

Stronger, more defined lips work best for night-time.

Matte berry lipstick offset with a dab of gloss looks stunning. Line and fill your lips with **Clinique Defining Liner in Pomegranate** (£12, tel: 0870 034 2566). Follow with **Revlon Matte Superlustrous Lipstick in Wine Not** (3, £7.13, from Boots) and a touch of gloss, or try **Famous By Sue Moxley Lip Collection in Bold Berry** (7, £9, tel: 0800 096 1055).

If you prefer satiny lips, try **Givenchy Rouge Interdit Shine in Cherry Shine** (4, £17.62, parfumsgivenchy.com), which is perfect for fair skin. For darker skin, try **YSL Rouge Volupté in 22** (5, £20, available nationwide) and for olive tones, **Sisley Hydrating Long Lasting Lipstick in L24** (6, £28.50).

Finish by defining your eyes with black or dark brown liner.



Give your lips a new lease of life with the hottest shade for 2010



**Lip slick**  
Strong colour looks best if your lips are smooth and moisturised. Massage lips with a face cloth to soften and plump, then dab on lip balm to nourish them before applying lipstick.  
E-mail Jemma at [jemma@you.co.uk](mailto:jemma@you.co.uk)



The health and relationships zone of the magazine is a mine of useful information:

Guild of Health Writers member, Sarah Stacey, offers wellbeing advice and product recommendations in her Health Notes column.

Relate counselor and psycho-sexual therapist, Zelda West-Meads, answers readers' life and relationship problems and brings her trained team into the You offices every Monday to talk direct with readers on our confidential telephone hotline.

We also cover a host of topics in-depth with regular features and of course, there's Liz Jones's Diary, her compelling account of the ups and downs of life 'but not as we know it.'

## THE SOURCE OF A BETTER LIFE

**U**nless you're Superwoman, you're liable to be feeling a bit short on energy just now. I'm very impressed by a new book called *The Source*, subtitled *Unlock Your Natural Energy, Revitalize Your Health and Change Your Life*. The author is Dr Woodson Merrell, chairman of the Department of Integrative Medicine at Beth Israel Medical Center in New York, whose celebrity patients include Cindy Crawford, Donna Karan and Richard Gere. Since we can't all rush to his door, this is his way of offering his wisdom and expertise to everyone. The book includes a 21-day plan for optimum energy and you'll be able to follow the key elements, including daily menu ideas, in an exclusive two-week serialisation in YOU beginning next Sunday.

For now, I asked Dr Merrell to give me his key tips to start you off:

**Breathe in energy** Practise this energy-generating deep-breathing exercise at least twice a day. Remember: breathe in positive thoughts, breathe out negative ones. Inhale slowly and deeply, right down into your abdomen to a count of four. Pause, holding in this fresh oxygen, for one count. Exhale slowly (allow your abdomen to contract) to the count of six. Pause for one count and repeat three more times.

**Sleep more** Aim for seven hours' restful sleep nightly. If you wake and can't get back to sleep, latch on to any image or feeling from the dream you were just having so your mind can drift back into the dream rather than conscious thinking (worrying) mode. If you can't remember anything, try the breathing exercise above.

**Take social exercise** Walk briskly with a friend for 30 minutes – and practise conversational aerobics! When you're breathing faster from the exertion and you can still converse with your friend, you're likely to be within your energy-creating heart rate.

**Meditate** Start your day with a morning mantra. Before you get out of bed, take two minutes to calm

your mind. Sit up straight, do the deep-breathing exercise, focusing either on the sound of your breath or an affirmative word or image. When thoughts of your day come into your consciousness, acknowledge them and invite them to leave so you can enjoy this peaceful state.

**Reach out to others** Plan a communal meal for friends, family and neighbours: you're putting your positive energy into making others feel part of a greater collective energy.

**Cultivate forgiveness** Holding inner resentment creates a negative energy cycle. The act of forgiving, either silently or openly and directly, can be incredibly liberating and energising.

**Start a stress log and a happy diary** Every evening write down the three most stressful moments of your day – eg, a difficult encounter, upsetting thoughts, horrendous traffic. Note the time and place and what happened. Rate the stress on a scale of one to six, and give yourself a grade for how you coped. Now let it go. Then list three things that have made you happy during the day, rating them on how joyful and/or positive they made you feel.

**Manage stress** Try a biofeedback device (such as HeartMath enWave PC Stress Relief System from Victoria Health, see above right, or Resp-e-rate, from resperate.co.uk) that employs sensors usually attached to your fingertips to check your stress and relaxation responses. [This may sound complicated for the non-techies, but it's really simple – and fascinating.]

**Supplement your diet** Ayurvedic ashwagandha is a powerful balancing tonic, which reduces the effects of stress while stimulating the processes that enhance energy production. (Try Ashwagandha by Pukka Herbs, two capsules up to three times daily, £15.35 for 90, from Victoria Health.) Convincing studies suggest that resveratrol (a compound extracted from grape skins and found in wine) can increase the production of mitochondrial energy factories in your cells – and even help with weight management. (Try Resveratrol Life Tonic by LifeTime Vitamins, 30ml-90ml daily, £19.95 for 960ml, from Victoria Health.)



YOU 17 JANUARY 2003

**WEBSITE OF THE WEEK**  
**MACMILLAN.ORG.UK**  
 Macmillan Cancer Support's **Cancertalk Week**, from tomorrow to 23 January, is encouraging men to talk about cancer and any symptoms they are worried about. For help and advice, visit this website, or freephone 0808 808 0000.

## HEALTH NOTES

SARAH STACEY



E-mail Sarah at [s.stacey@you.co.uk](mailto:s.stacey@you.co.uk)

Sarah reads all your e-mails but regrets that she cannot answer them all personally

All products mentioned, unless otherwise specified, are available by mail order from Victoria Health, tel: 0800 389 8195, [victoriahealth.com](http://victoriahealth.com)

Illustration NILA AYE

## GET YOUR MITTS ON THIS

Testers for my new book *Beauty Bible Beauty Steals* – co-written with Jo Fairley – raved about **Yes To Carrots Pampering Hand & Nail Spa**, which features dead sea salt and almond oil and is brilliant for parched winter hands. Recently a friend e-mailed me saying: 'My hands were unbelievably soft afterwards – they looked ten years younger, and my boyfriend couldn't stop stroking them.' So you need to know! £9.99 for 250ml, from Victoria Health, see above.

Home is definitely where the heart is in You magazine. Our interiors pages focus on all aspects of turning your living space into a desirable and comfortable environment in which to relax and enjoy the satisfactions of home.

You seeks out the best stylists to create set pieces and ideas, plus regular real-life stories of renovation and conversion to offer readers inspiration.

In spring and autumn we publish additional design specials, focusing on seasonal trends and searching out new ideas for creative use of living space in the home and garden.



You magazine's features are extremely wide-ranging. We aim to be topical, thoughtful and entertaining and as a result, the spectrum covers celebrity interviews, exclusive book extracts and real life stories of success, failure, love and loss. These are stories to which readers can relate and often (from the feedback we receive) they obtain strength, ideas and guidance from what's published in our pages.

Plus a host of lively regular features: This Life features a guest columnist every week giving us their view on life as they know it; In A Taxi With is a short, sharp interview with a celebrity; Body Talk looks at the body language of high-profile relationships; Things You don't Know About... is a handful of fascinating snippets about a subject you might not have considered before; Sally Brompton writes her inimitable horoscopes and the You reading group recommends a monthly book choice.

**BRIEFENCOUNTER**

# Why I took the law into my own hands

As a barrister, Clare Jacob thrived on conflict, taking on rape and murder trials in her stride. But she didn't expect some of the biggest challenges to come from within the profession. Here she reveals how high heels and bottom pinching are all part of life behind the scenes at the Bar  
 Photographs CHRIS OGDON/DAN

**A** word of advice: don't wear trousers,' she told me. 'Judges don't like them.' I was 23 and fresh out of Bar school – and wearing what I thought was a very smart trouser suit. She was a senior barrister with an impressive reputation assigned to be my mentor (or 'pupil mistress') for the next six months. Yet I was shocked that she seemed to let such old-school attitudes on workwear go unchallenged.

'But the rules say, "suitable court attire,"' I countered.

'Some judges don't like women in trousers,' she replied firmly. 'You have to play it safe,' adding that it was better to cater to old prejudices because your duty as an advocate for your client was to be as personally unobjectionable as possible.

I spent the next five years struggling around in a pencil skirt with obligatory heels until in May 1995 the Lord Chief Justice clarified that trousers were, actually, fine for everyone. I longed to stride about comfortably like the men who, by comparison, dressed like peacocks in their cerise-lined suits, polka-dot braces and candy-stripe shirts. Women, I observed, had to work extra hard to be taken seriously in a profession dominated by polished, pugnaeous men.

I was delighted to have been awarded a place as a 'pupil' (a novice barrister) at one of the best chambers in criminal law in London. There were ten pupils – four of us women – and at the end of a year, the association of barristers that made up the chambers would take only one of us on, maybe two. To be in with a chance, I not only needed a good report from my pupil mistress but a reference from a crown court judge.

The problem was I never had the chance to stand up in front of one. Work for pupils was allocated by the chief clerk, a man in his 50s. ▶

YOU 12 JUNE 2011

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'Food glorious food' is the motto of You's food pages, focusing on taste, presentation and the pleasures of eating and food preparation.

The pictures convey the mouthwatering nature of the accompanying recipes, designed to tempt readers to try new ideas and ingredients.

A roster of well-known chefs write for us on a regular basis: Delia, Nigella, Donna Hay and Tana Ramsay are all regular contributors, plus we seek out the up-and-coming stars of the kitchen to keep things fresh and innovative.

In 2011 we are publishing a number of our highly-regarded seasonal specials: The Collections.

These range from 16 to 32 pages and are firm reader favourites, kept to be consulted time and time again.

January 23 & 30 – Healthy Eating Collection

April 3 – Spring Collection

June 19 – Summer Collection

October 2 – Autumn Collection

November 27 – Christmas Collection 1

December 4 – Christmas Collection 2

December 11 – Christmas Collection 3



#### POMEGRANATE NOIR SUNDAE

##### SERVES 4

150g plum jam  
1 tsp lemon juice  
1 x 500ml tub raspberry sorbet  
seeds of  $\frac{1}{2}$  medium pomegranate  
(about 75g)

##### TO SERVE

finely chopped pink peppercorns  
small red or white unsprayed rose petals

1 Gently heat the jam in a small saucepan with the lemon juice until it loosens, then press it through a sieve into a bowl and leave to cool.

2 Place a scoop of sorbet in 4 sundae glasses, drizzle over a teaspoon of jam and scatter over a teaspoon of pomegranate seeds, and then repeat. Dust with a small pinch of finely chopped pink peppercorns and decorate with a few small rose petals.

##### COOK'S NOTE

This is inspired by one of my favourite Jo Malone scents. Be sure to check your sorbet in advance of eating: depending on the brand (and the temperature of your freezer), it may be ready to scoop or need 10 minutes at room temperature to soften first. You could serve with some dessert biscuits alongside. ►

You Inspire is our new, bi-annual luxury fashion supplement, a large-format, glossy magazine aimed at the premium market. The first issue was published in September 2010, to coincide with the new AW season and the second in February 2011 focusing on SS.

The magazine is a high-fashion concept and Editor Sue Peart describes the content as "unashamedly upmarket". Fabulous fashion shoots rub shoulders with the pick of the latest on-trend accessories; the Luxe List highlights the season's investment pieces; Front Row reveals the hot-off-the-fashion-press news and Fashion Director, Caroline Baker, focuses on the latest themes and creates the whole look, from head-to-toe.

High-end beauty and fragrance products are reviewed and recommended, again with an emphasis on how to achieve the key looks of the season.

And of course, it's all stylishly designed and presented as you would expect from the You magazine team.

500,000 copies are distributed within The Mail on Sunday polybag package, pinpointing the postcodes with the highest propensity of AB Adults. Taking targeting to a new level for national press, we select targets at retail level to ensure the accuracy and purity of the AB distribution.

The next issue of You Inspire will be published in September 2011 to focus on the new AW season.

Contact: Jill Ratcliffe

020 7938 7333

[jill.ratcliffe@mailnewspapers.co.uk](mailto:jill.ratcliffe@mailnewspapers.co.uk)



You magazine is the perfect vehicle in which to showcase your brands.

Our great relationship of trust with our readers offers highly-attractive opportunities to position a product within a sympathetic editorial environment, with all the implied endorsement that an advertisement promotion can bring.

Our in-house creative solutions team will run a project from briefing through to publication, liaising with client and agency throughout to ensure that the finished product meets all expectations.

A number of awards have come our way recently, from Campaign and IFRA – testament to our creativity and effectiveness.

To see examples of our work, please visit the Solutions page on [MailConnected.co.uk](http://MailConnected.co.uk)

Contact: Dave Dumville, Solutions Manager  
020 7938 7315  
[david.dumville@mailnewspapers.co.uk](mailto:david.dumville@mailnewspapers.co.uk)



Inserts in The Mail on Sunday brands are a fantastic way to achieve immediate standout and communicate your message to nearly 6 million readers.

Loose inserts can be carried in both magazines, or can be inserted alongside the brands in the polybag. Opportunities to insert items of varying weight, dimension and pagination can be provided by these three options:

- 1) Impactful bound-in inserts are positioned within an editorial spread in the centre of the magazines and can comprise up to 32 pages.
- 2) Gummed cards are also available in both magazines, offering greater creativity and an easy response mechanism.
- 3) Printing on the polybag is the perfect way to dominate the brands in full colour, available both regionally and nationally. The polybag can carry CDs, DVDs, product samples, fridge magnets and large heavy catalogues.

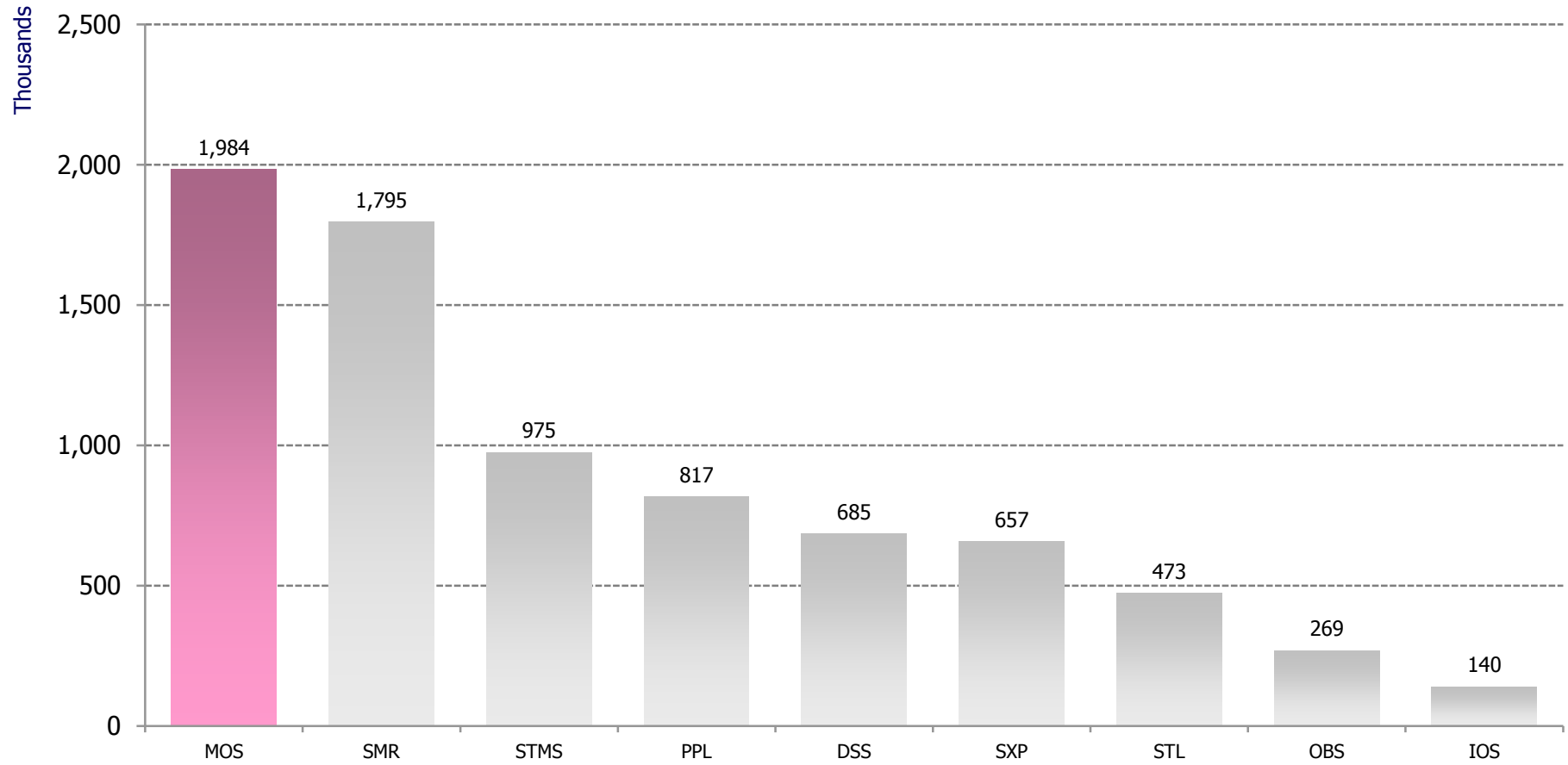
All insert options are available nationally, regionally or targeted to wholesaler level. The minimum quantity is 50K inserts of any type in any region. We can also provide an in-house targeting system that can identify wholesaler locations relating to store location, drive-time analysis or identifying customer 'hot spots'.

Inserts offer incredible flexibility with effective targeting, tailor-made to each advertiser's particular requirements.

Carlton (London)	506,250
Meridian (South)	236,250
Anglia (East)	171,000
Central (Midlands)	346,500
WCTV (South West)	78,750
HTV (Wales & West)	177,750
Granada (Lancashire)	282,375
Yorkshire	177,750
Tyne Tees (North East)	86,625
Scotland	135,000
N.Ireland	51,750
<b>Total</b>	<b>2,250,000</b>

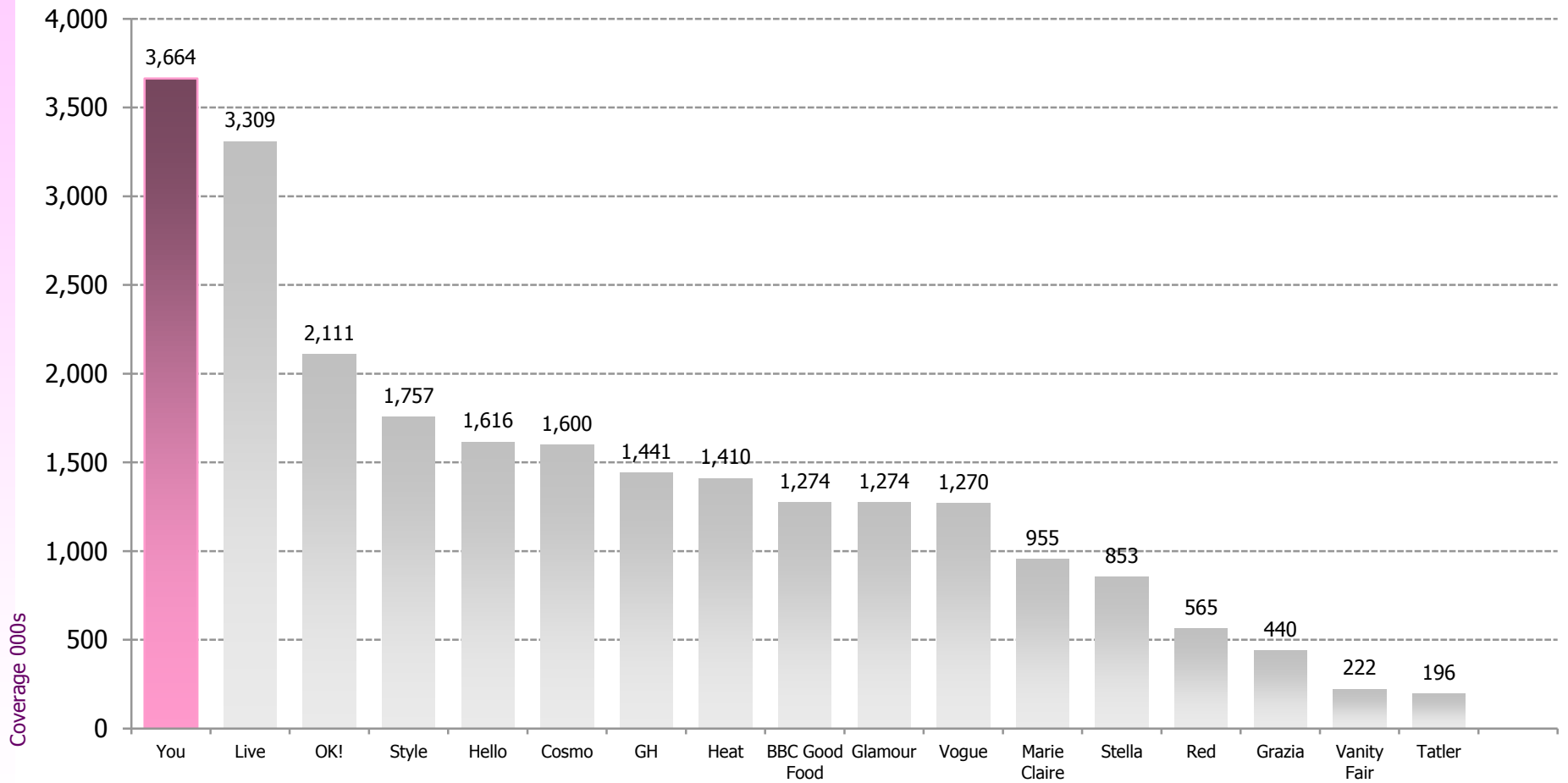
Contact: James Brook, Inserts Manager  
 020 7938 7320  
[james.brook@mailnewspapers.co.uk](mailto:james.brook@mailnewspapers.co.uk)

# Sunday newspapers



Source: ABC August - January 2012

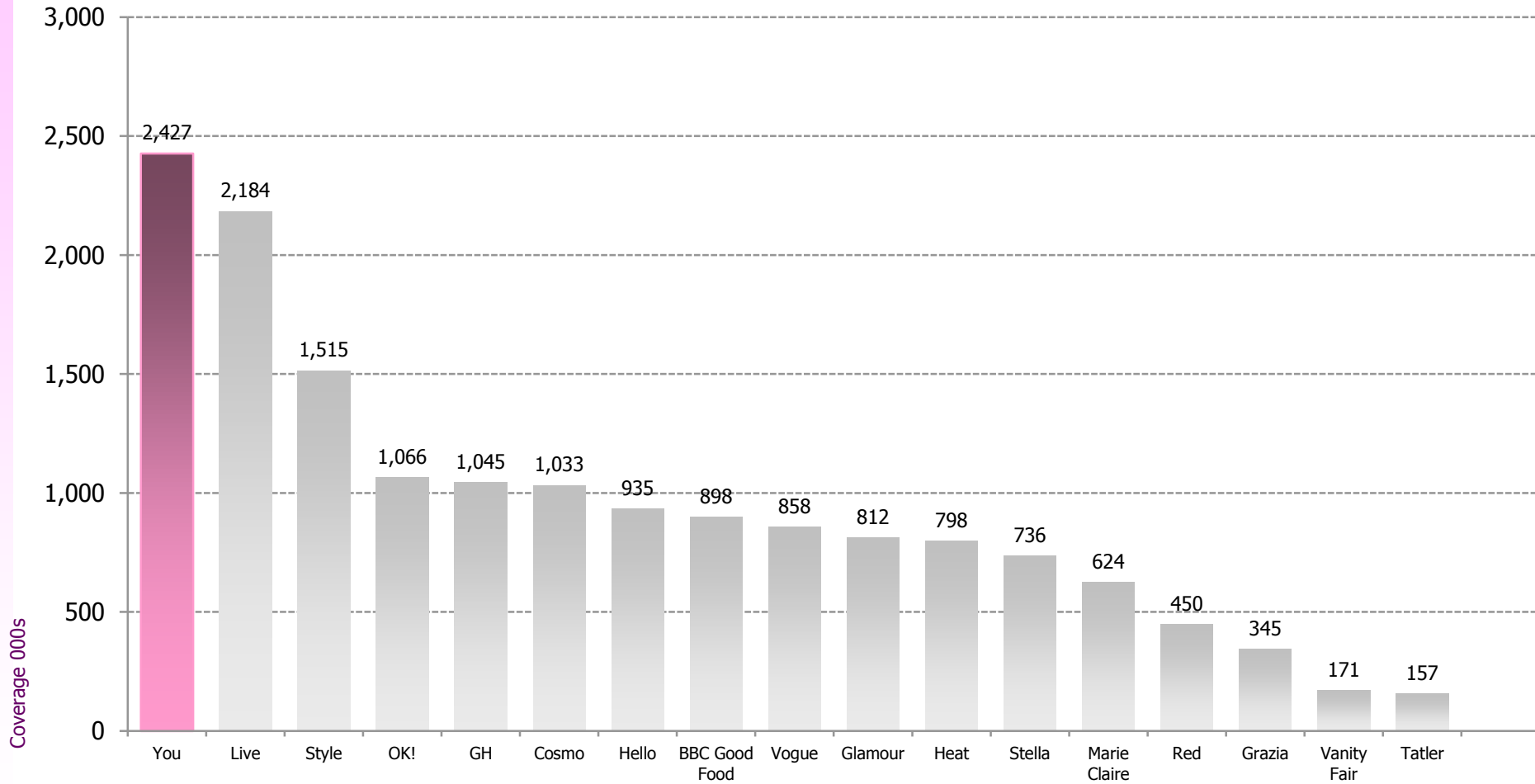
# All adults



Population: 50,239,000

Source: NRS April - September 2011

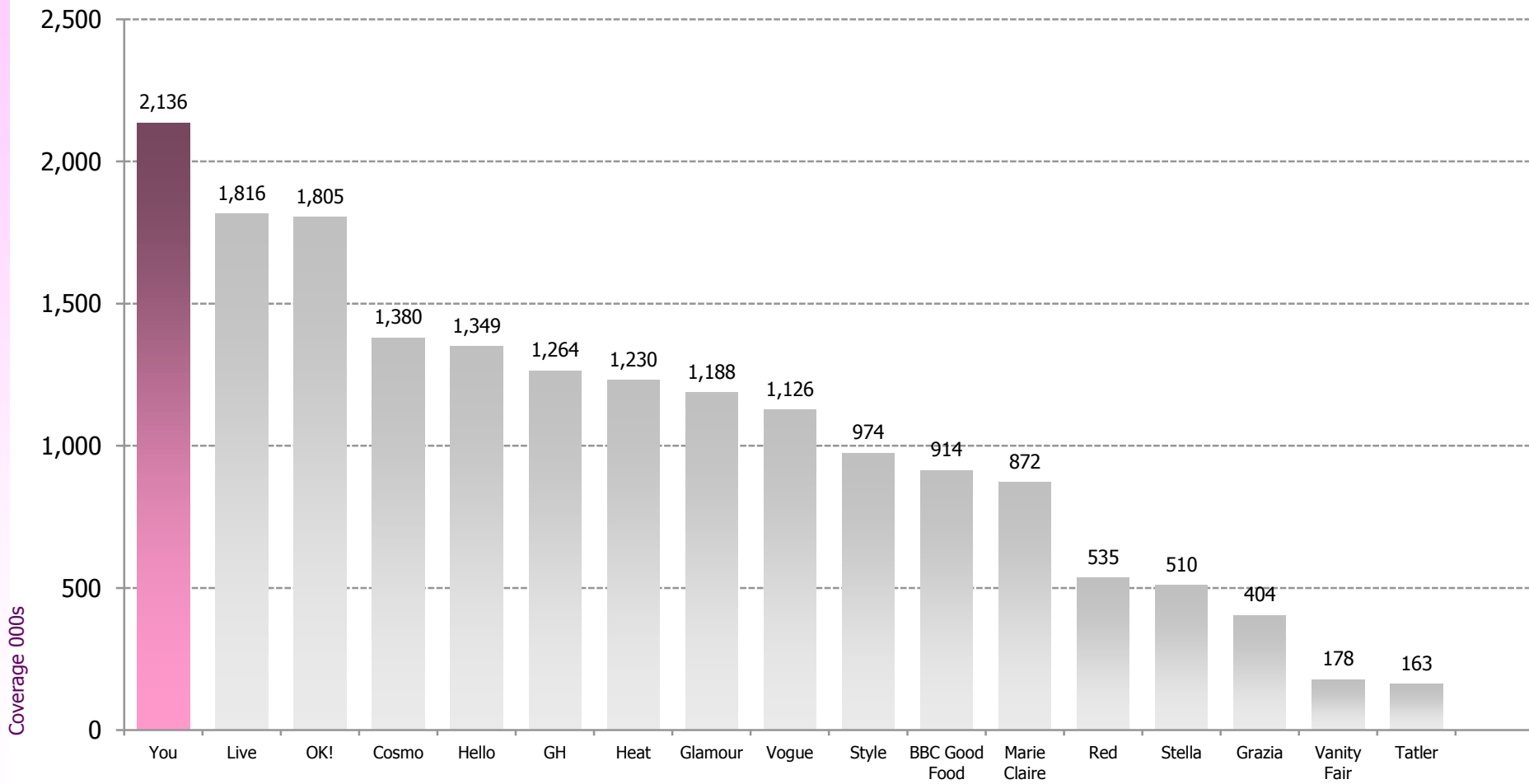
# ABC1 adults



Population: 27,154,000

Source: NRS April – September 2011

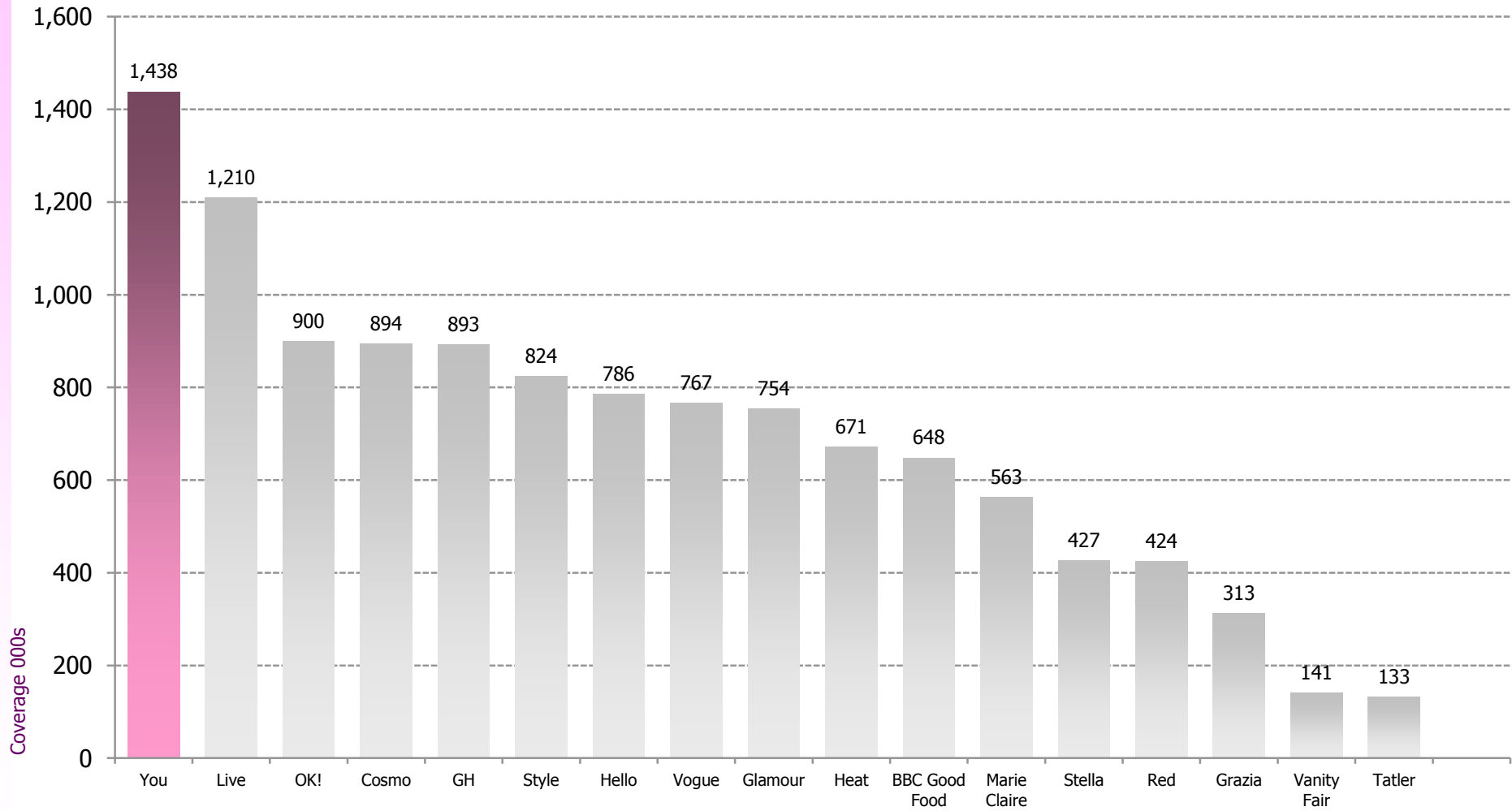
# Women



Population: 25,710,000

Source: NRS April – September 2011

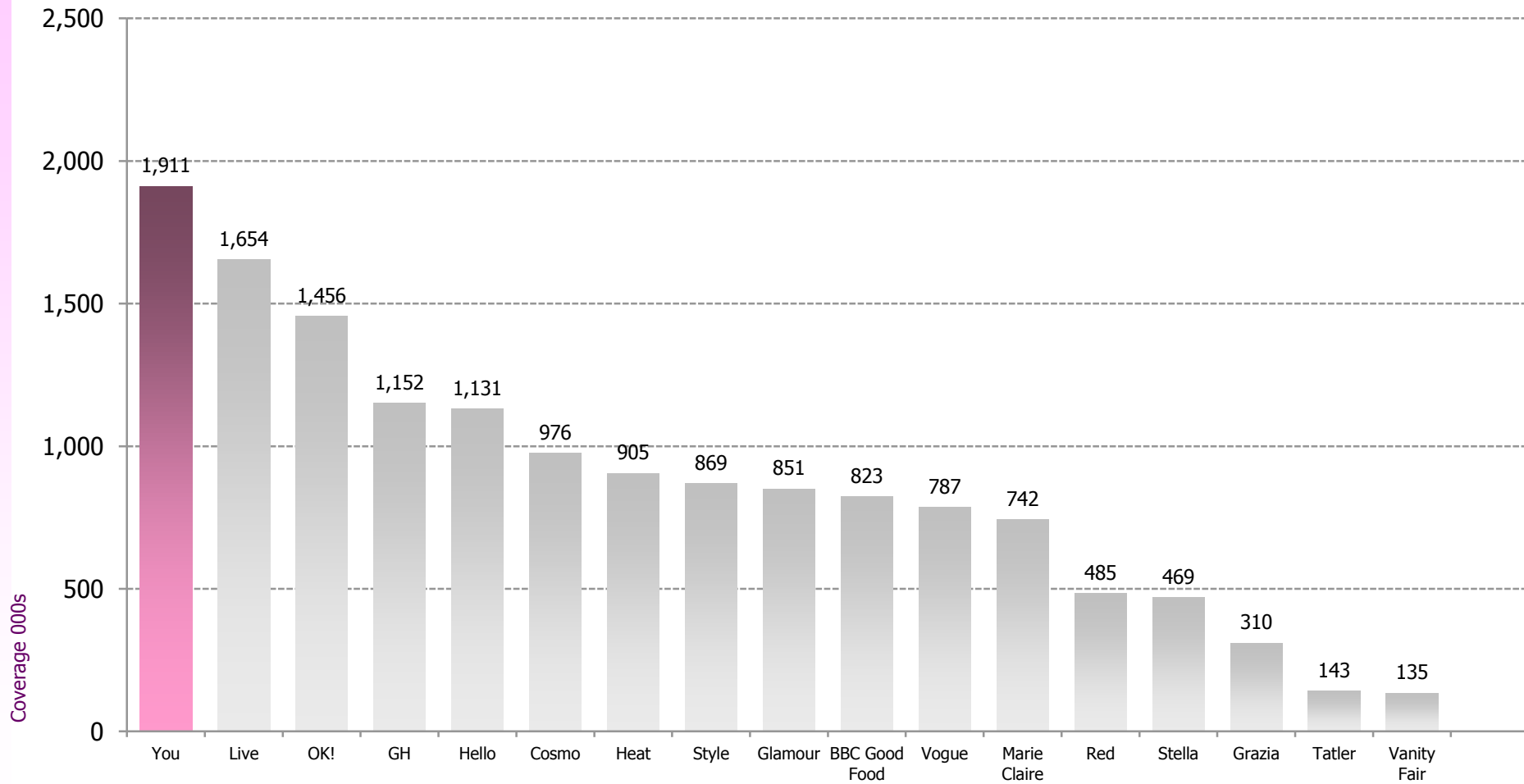
# ABC1 women



Population: 13,908,000

Source: NRS April – September 2011

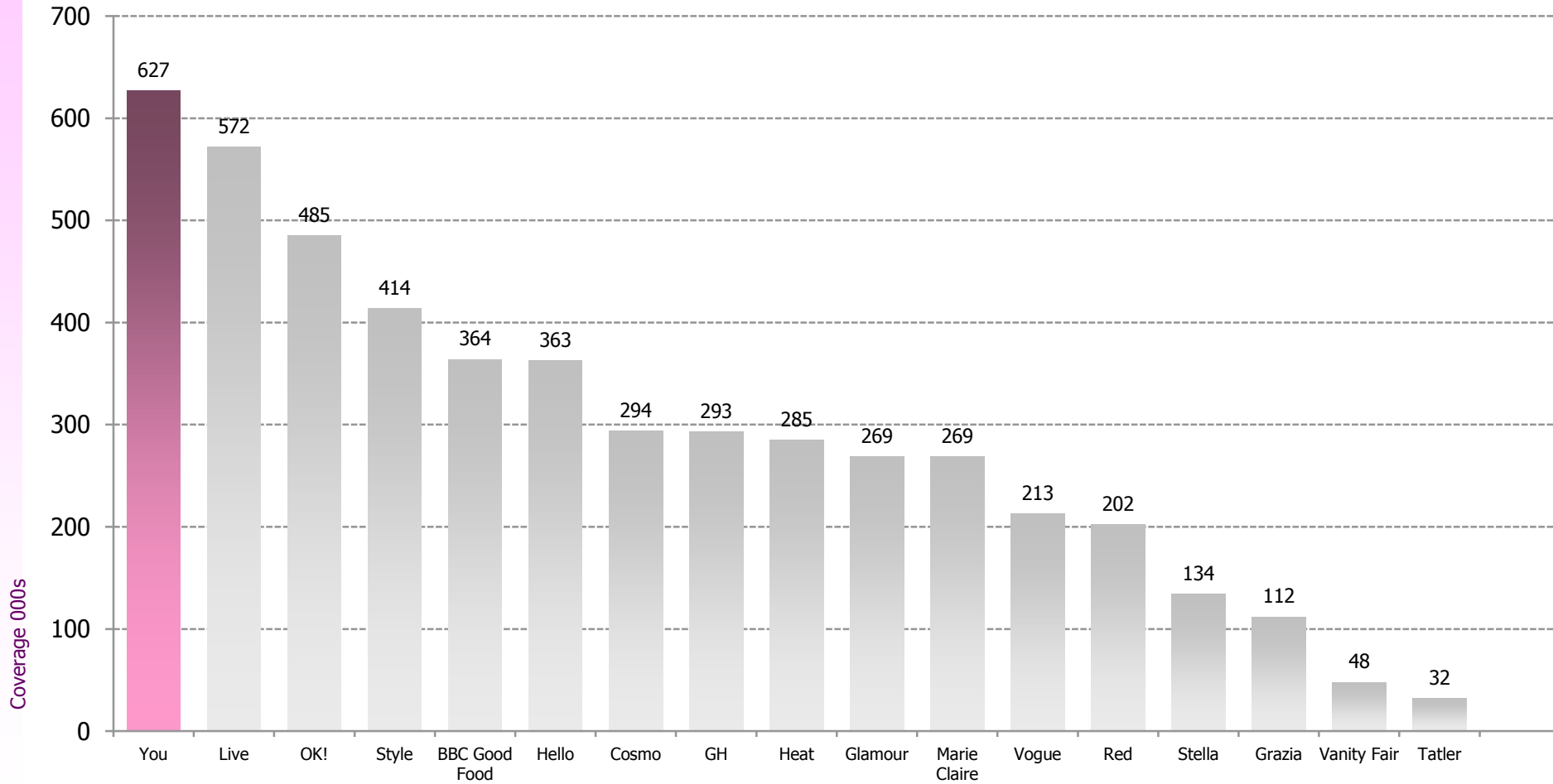
# Female main shoppers



Population: 21,750,000

Source: NRS April – September 2011

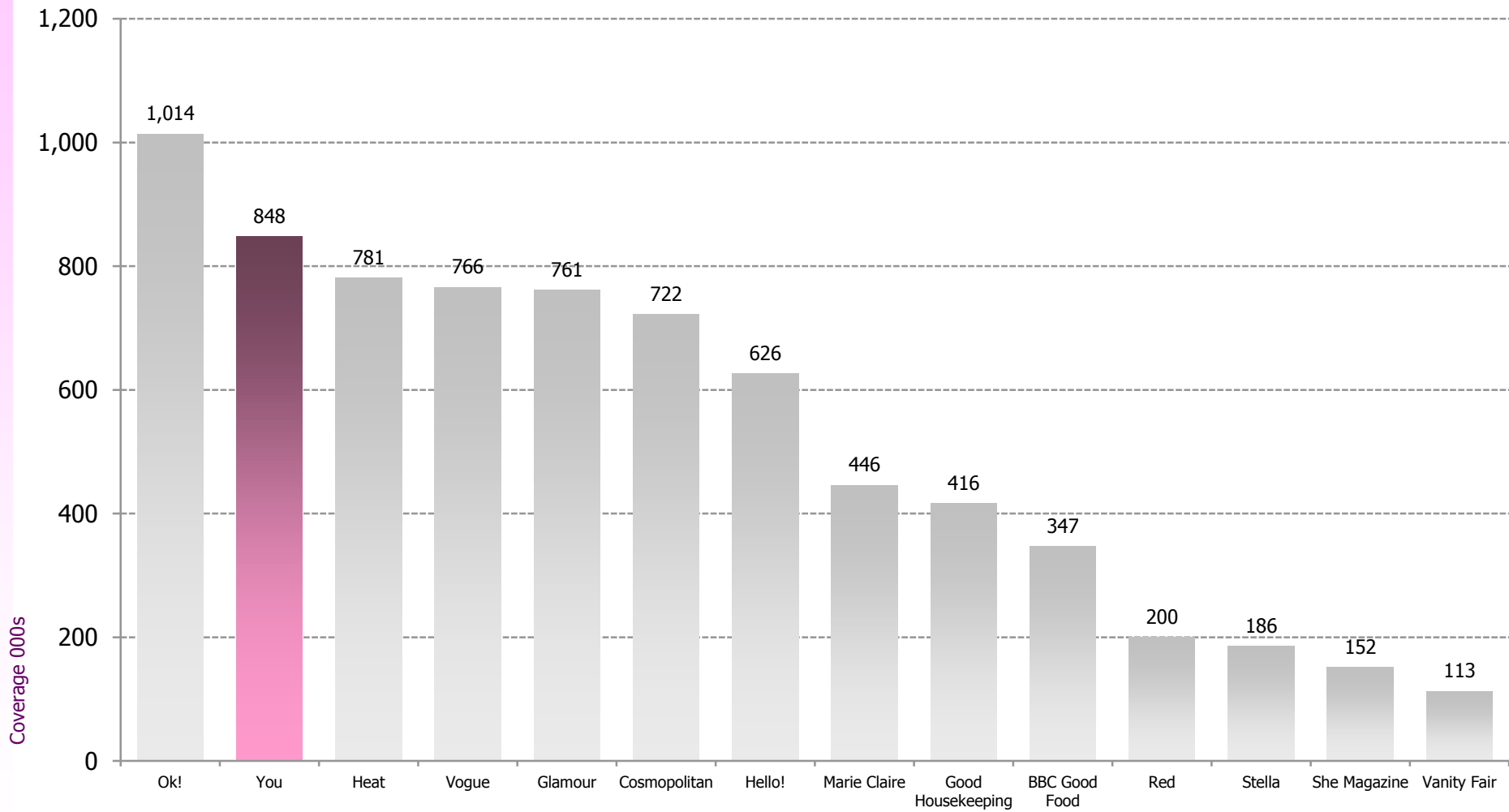
# Couples with children up to 15 in household



Population: 9,948,000

Source: NRS April – September 2011

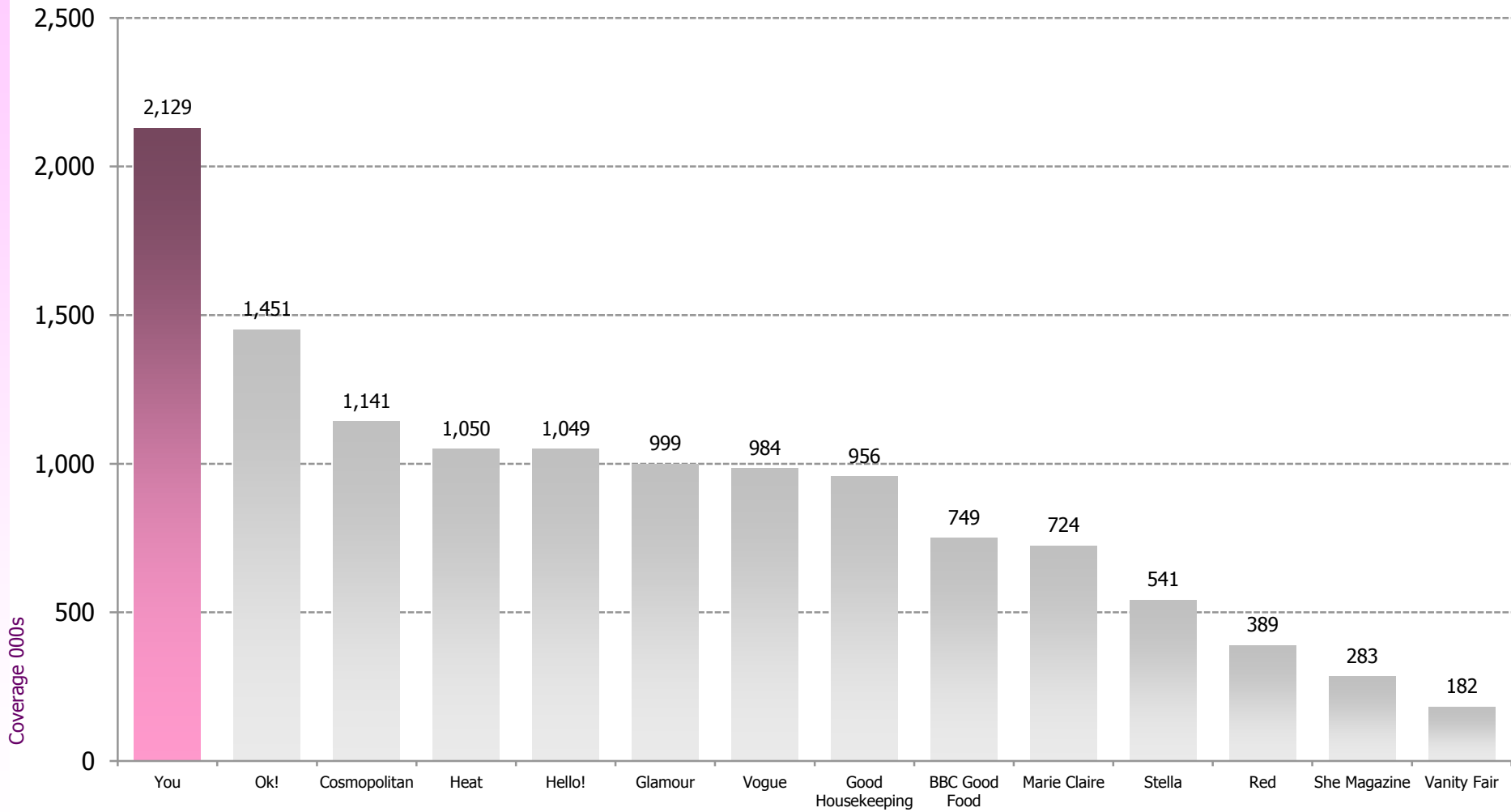
Readers who like to keep up with the latest fashion



Population: 10,949,000

Source: TGI Oct 2010 – Sep 2011

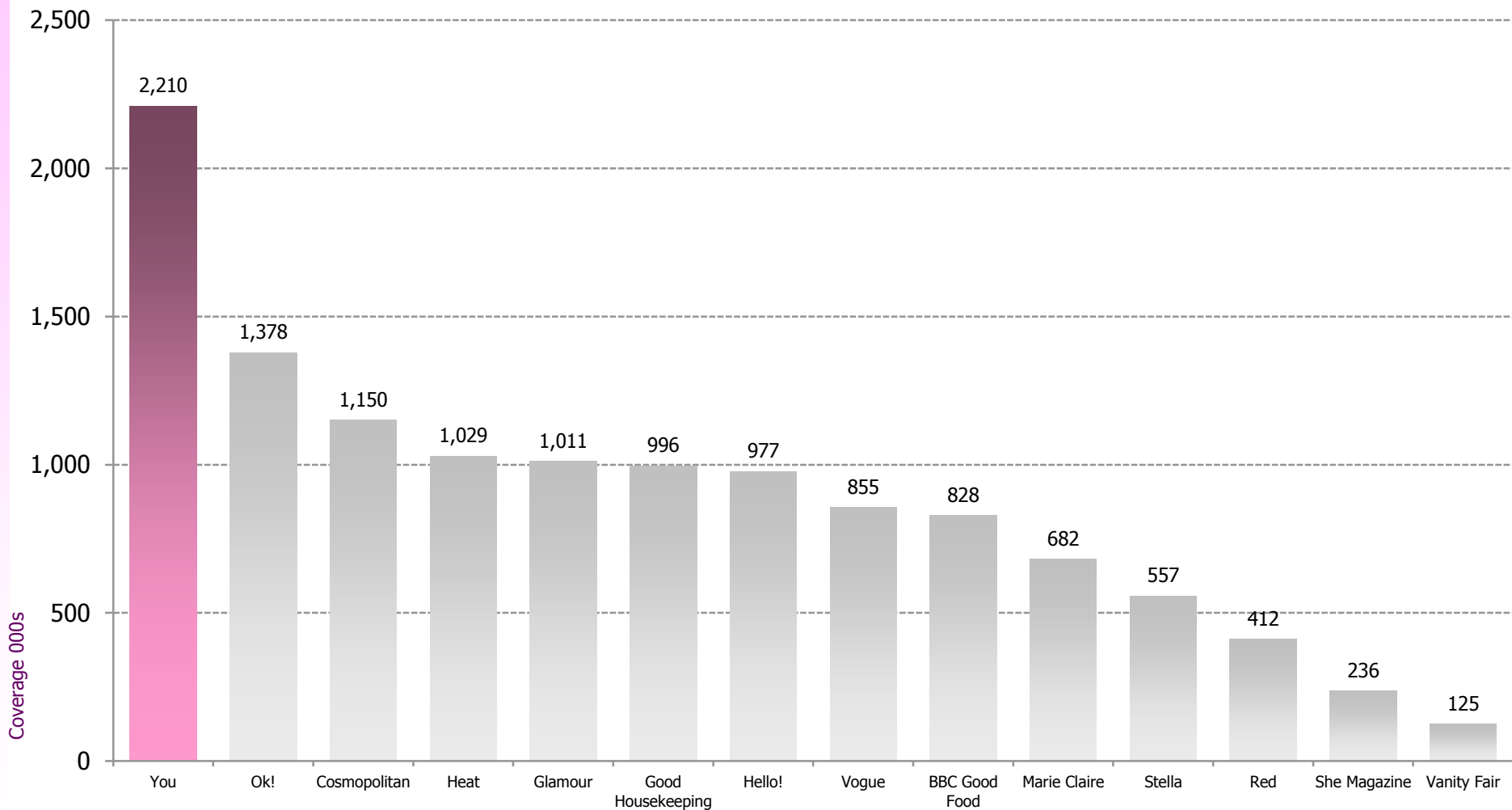
# Readers who believe it's important to be well-dressed



Population: 26,694,000

Source: TGI Oct 2010 – Sep 2011

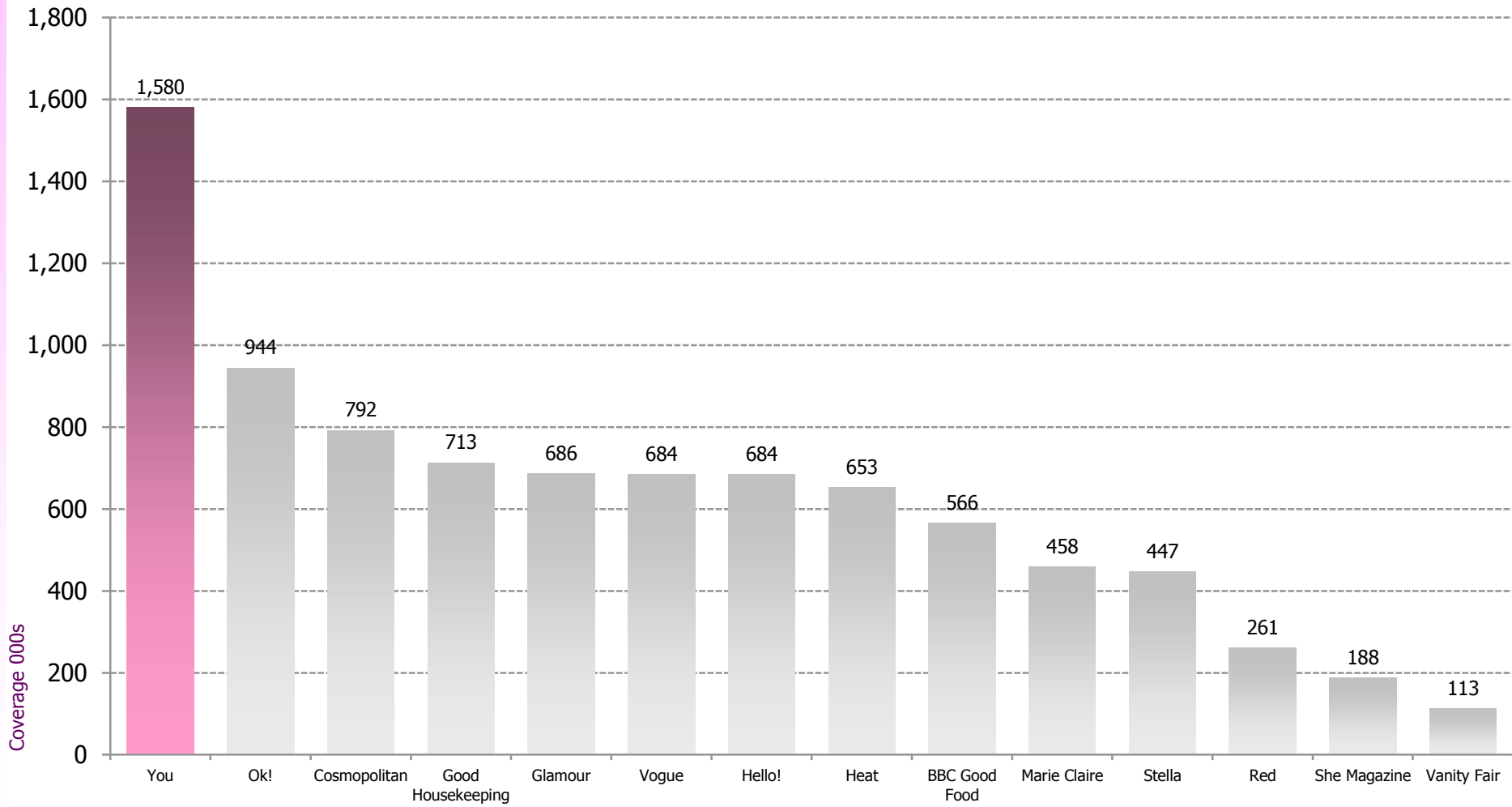
Readers who like to treat themselves to something they don't need



Population: 29,163,000

Source: TGI Oct 2010 – Sep 2011

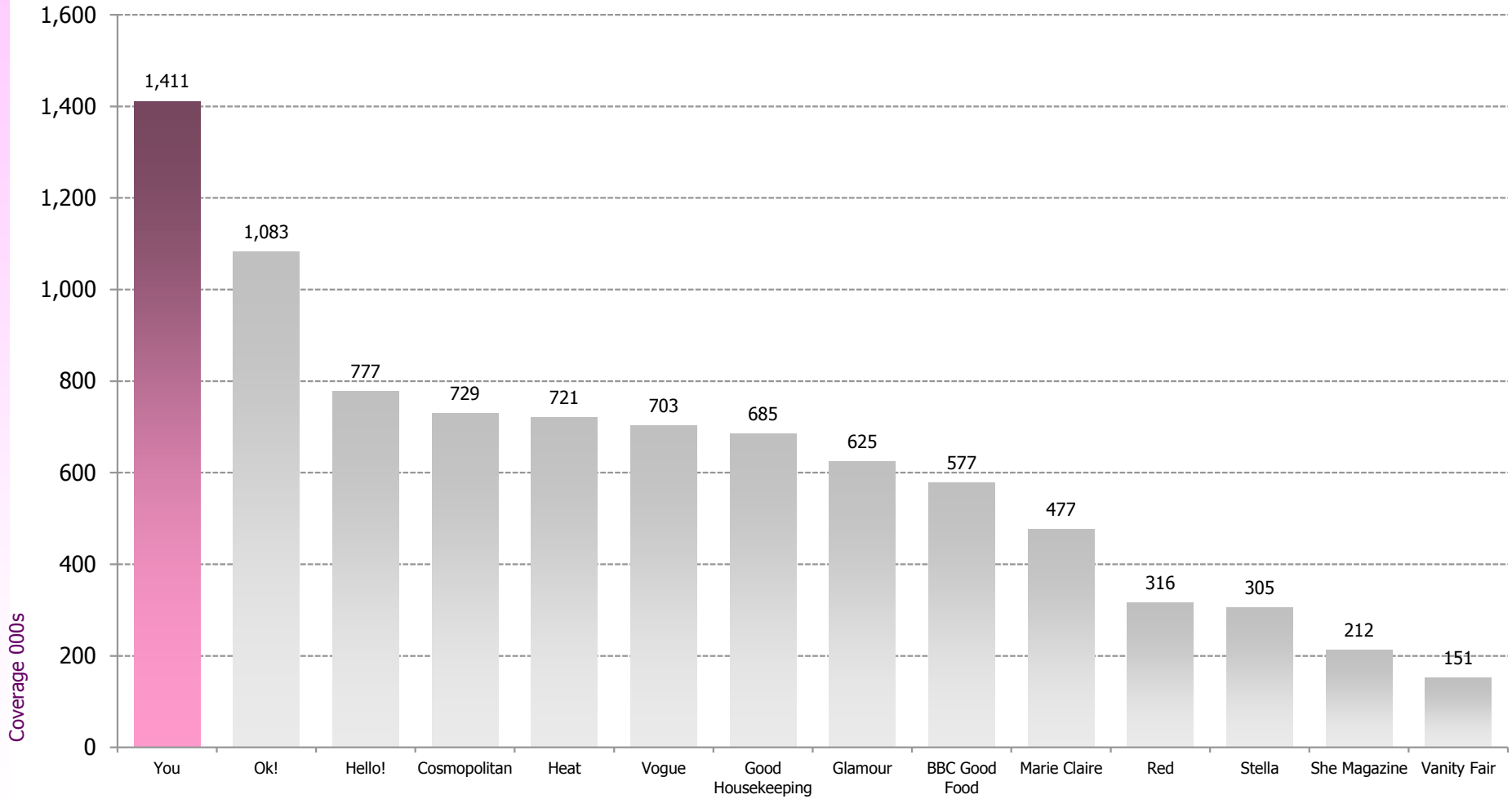
Readers who will pay more for products that make life easier



Population: 18,860,000

Source: TGI Oct 2010 – Sep 2011

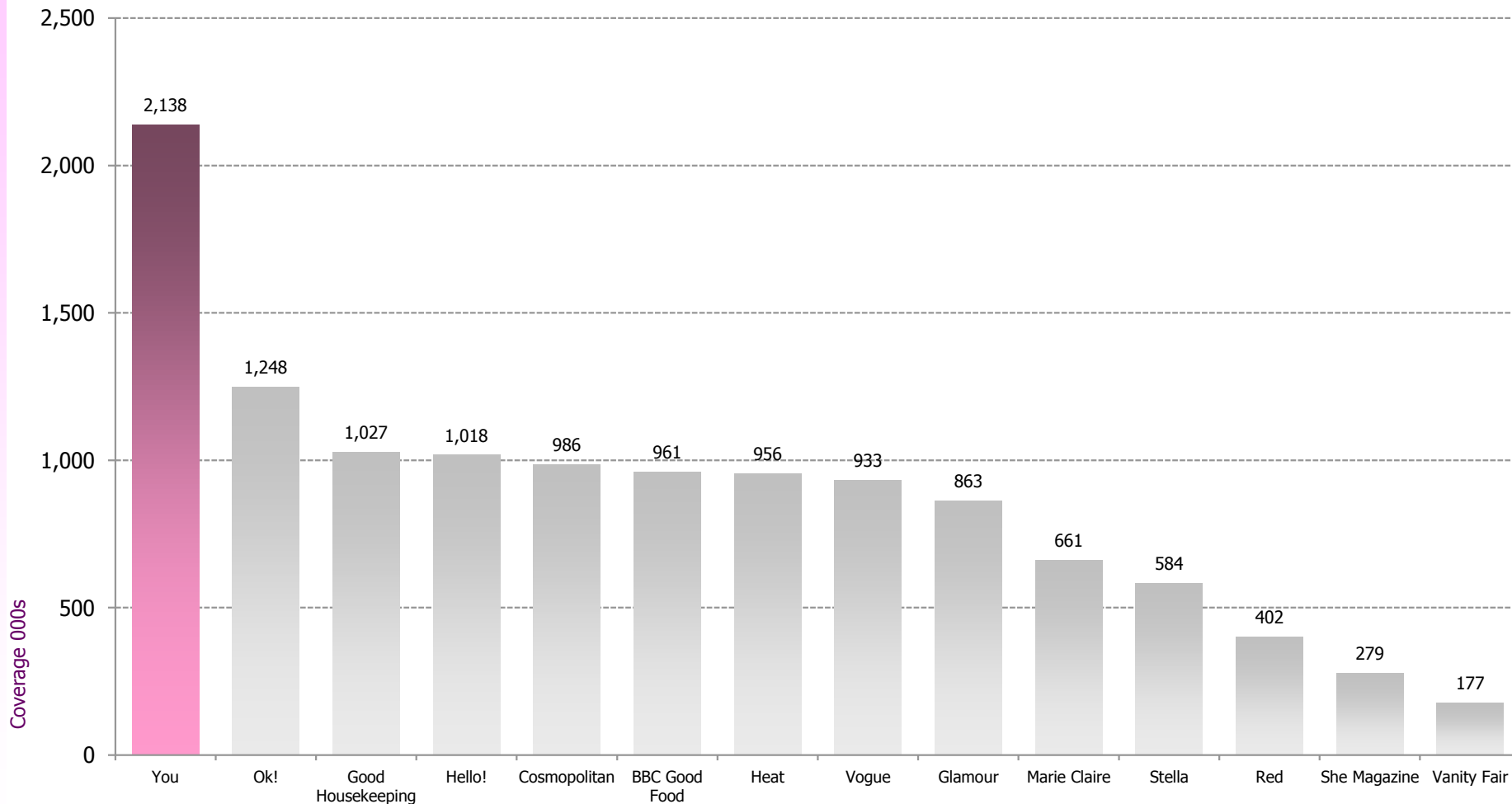
# Readers who are always on the lookout for ideas to improve their home



Population: 17,033,000

Source: TGI Oct 2010 – Sep 2011

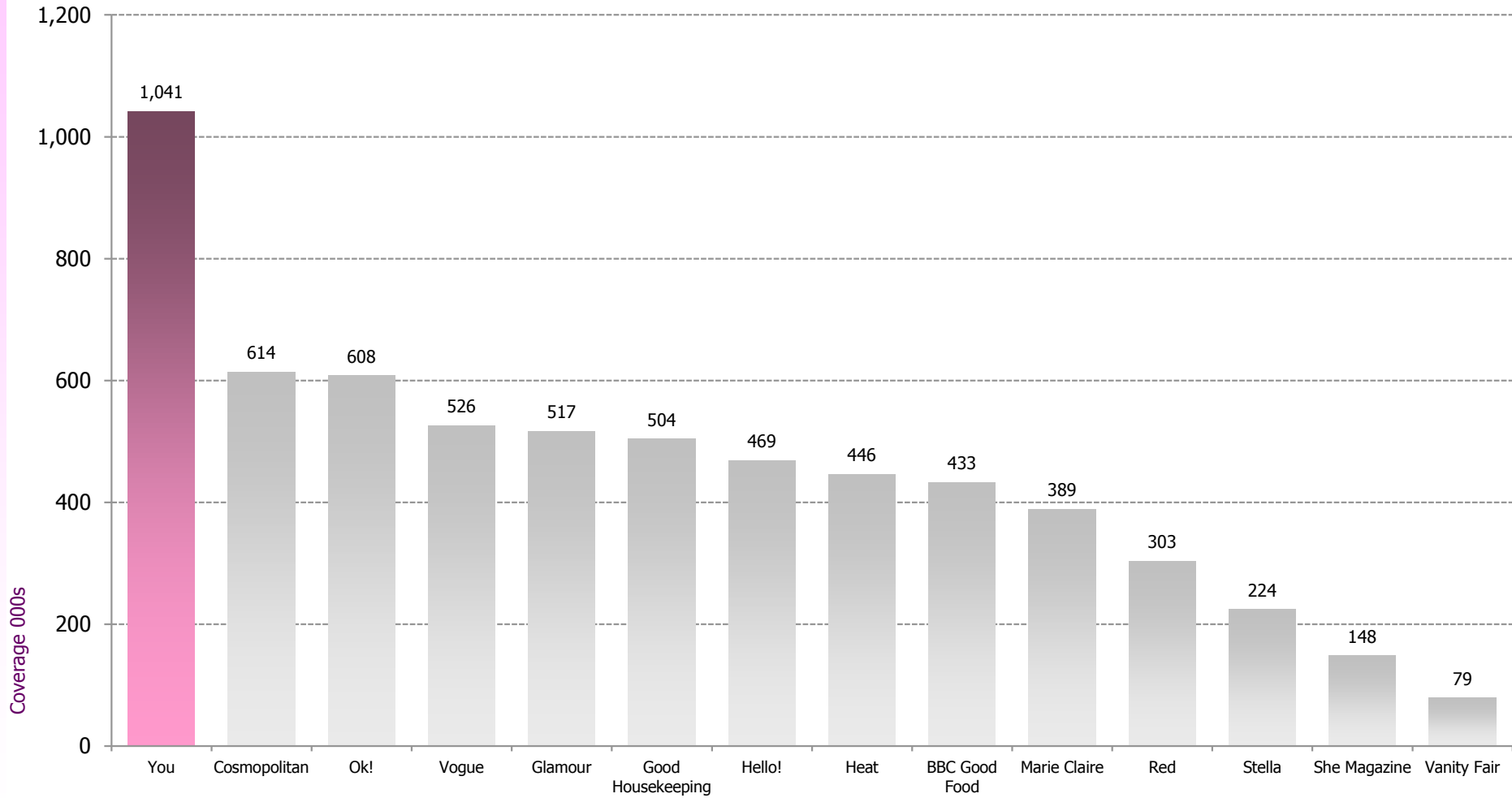
# Readers who enjoy entertaining at home



Population: 25,053,000

Source: TGI Oct 2010 – Sep 2011

# Readers who will pay more for organic food



Population: 12,182,000

Source: TGI Oct 2010 – Sep 2011

You magazine will work for you

You magazine is read by 3.7 million people every week and with 2.4 million ABC1 readers, is the top performing magazine in the Sunday supplement marketplace.

For more information, please call:

Steve Maddren	020 7938 7717
Jill Ratcliffe	020 7938 7333
Fiona Gallagher	020 7938 7352
Katherine Verdon-Roe	020 7938 6049
Kelly Chapman	020 7938 6469
Yasmine Connor	020 7938 7400
Inserts	020 7938 7320
Manchester office	0161 836 5080
Media-Link (Scotland)	01786 433100

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