



## Audience

37% of the readership is 21 to 25 years' old.

34% of the readership is 26 to 30 years' old.

52% of the readers of CLASH magazine are male.

48% of the readers of CLASH magazine are female.

Therefore, the target audience for CLASH magazine is men aged between 21 and 30

However, as there is only a slight difference in the percentages of male to female, the magazine doesn't specifically target its self towards just one sex, it is a unisex magazine.

56% still in education at university

## Technology

96% own a mobile phone.

95% use email and internet daily.

45% shop online at least once per month.

17% own a mac.

77% own a PC.

79% own an MP3 player.

63% own a video game console.

77% own a digital camera.

43% of Clash readers are located in London or the East of England.

## Reader profile

Ryan Baker

22 years' old

Student at the University of Suffolk.

Owens the new iPhone 7, a MacBook and a digital camera.

Frequently shops for his clothes online.

Sends the majority of his school work as email attachments.

# CLASH READER PROFILE