

# Life & Style

Guardian Australia readers have a wide range of life and style interests including fashion, fitness, health and wellbeing. They are constantly encouraging their own personal development through keeping up with the latest culture, trends and experiences.

From brand partnerships to targeted advertising campaigns, Guardian Australia can help you reach a responsive and quality audience.

For further information, please email: [advertising.aus@theguardian.com](mailto:advertising.aus@theguardian.com)

## Health conscious consumers



**53%** like to try new food products



**23%** try to buy organic food



**63%** enjoy food from all over the world



**51%** exercise regularly to keep fit



**56%** avoid foods that are unhealthy



**2 out of 3** like to get out and keep active



**3 out of 5** say keeping healthy is priority



**45%** walk for exercise once or more a week



**17%** go to the gym once or more a week

## Fashion



believe designer labels improve image



**53%**

say they take care of their appearance at all times



**1 in 3**

try to look stylish at all times



**1 in 5**

like to keep up with the latest fashions



**1 in 4**

like to wear clothes noticed by others