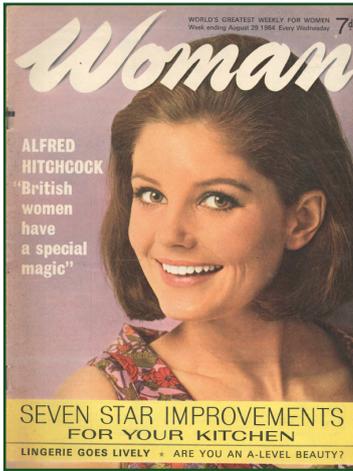




WOMAN:



- published weekly by IPC, 1937 to present.
- Set edition: 23-29 August 1964
- Price: 7d (7 old pennies)
- Women's magazines became very popular in the post-war period and, in the 1960s, sales of women's magazines reached 12 million copies per week. Woman's sales alone were around 3 million copies per week in 1960.

Current magazine: www.timeincuk.com/brands/woman/

Women's weekly magazines developed alongside general weeklies but have survived better. They have always had a very different identity to the glossy monthlies, seeing themselves as a friend and confidant of the reader.

Since its launch, Woman has competed with *Woman's Own* (Newnes) and *Woman's Weekly* (Amalgamated) to be the top-selling title. The three great rivals ended up as sister titles when their companies merged to become IPC. Their sales peaked in about 1959, at about 2.6m, 3.1m and 1.8m each. <https://goo.gl/ktza48>

1937 Odhams (now IPC) opens printing plant in Watford, Herts with Speedry Gravure Process for colour printing. Woman launched weekly in June with low cover price, 2d, for a full-colour magazine. Within a year, the title was selling 500,000 copies a week <https://goo.gl/uDpWID>

Industry research task:

IPC - <http://www.timeincuk.com/about/history/>

- Is the publisher a large/ mainstream organisation or an independent publisher?
- Is the publisher part of a media conglomerate?
- What other products (magazines or other media products) does the organisation produce?
- How is this significant for the magazine?

History of Woman:

Task: Watch the advert for Woman from 1985: <https://goo.gl/ApRxbD>

Identify:

- How is the brand identity of the magazine evident?
- How has the magazine changed to reflect the social/ cultural context?

Research Task:

Read the following article: <https://goo.gl/55AVG2>

Summarise key points relating to women's weekly magazines over time.

How far is the 'cultural upheaval' and 'changing role of women' in the 1960s evident in the set edition of *Woman*?