WOMAN’S REALM:

- published weekly by IPC, 1958 to 2001, when it merged with Woman’s Weekly.
- Set edition: 7-13 February 1965
- Price: 6d (6 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 Realm’s sales were around 1.2 million copies per week in 1960.

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. [https://goo.gl/bx2BqH](https://goo.gl/bx2BqH)

Industry research task:
IPC - [http://www.timeincuk.com/about/history/](http://www.timeincuk.com/about/history/)

Read the information and answer the following:
- 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?

History of Woman’s Realm:

Task: Read the following articles and look at the advert:
[https://goo.gl/INjNHk](https://goo.gl/INjNHk)
[https://goo.gl/yyW79d](https://goo.gl/yyW79d)

Identify:
- Why was Woman’s Realm launched?
- What was its brand identity?
- Why do you think it merged with Woman’s Weekly?

Research Task:
Read the following article: [https://goo.gl/eT0yqv](https://goo.gl/eT0yqv)

- 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’s Realm?
- How is this significant for the magazine?