

Horoscopes remain as popular as ever!

Submitted by: Merry Mobile

Wednesday, 14 September 2011

During these uncertain times, more and more people are turning to the Stars for guidance and enlightenment!

Over 70% of the UK population read their Horoscopes on a daily basis from newspapers, magazines, online, on mobile and on the iPad. Whether you read them tongue in cheek or use them to dictate and control your own decisions, Horoscopes remain a key editorial and entertainment genre similar to Dating, Gaming and Hollywood Gossip.

Merry Mobile (UK) manage a team of astrologers including Russell Grant, Marjorie Orr, Fiona Graham and Claire Petulengro. Kevin J Parker (Sales Director) said "We are in a unique position to work with brands, print, online & mobile clients to find an astrologer to suit their specific audience and editorial needs. In addition to the traditional print titles using Horoscopes as an editorial feature, we are now working with several FMCG brands who are using Horoscopes & Astrology as part of their CRM, email and PR campaigns to further engage with their (female biased) audiences".

Marjorie Orr wrote columns for the Daily Mail (Online), Fiona Graham writes regular Horoscopes for Soul & Spirit magazine and Handbag.com, Claire Petulengro is the astrologer to We Love TV, Company magazine, Pick Me Up magazine & The Sunday People. Russell Grant is the astrologer for Women's Weekly, Fate and Fortune magazine and over 450 newspaper titles too.

Kevin added "We remain the leading UK provider of Horoscopes and Astrology with our multi media approach in terms of our online and mobile capabilities to mirror the changing trends of how readers are interacting with our Horoscope services"

Whether you're a believer or a sceptic, it certainly looks like Horoscopes has a very long future...although we should be able to predict that anyway!

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