

InStyle Your Own Personal Stylist



Topline:

- Readership 319,000
- Circulation 180,987

Reader Profile:

- Upmarket
 - 73% ABC1
 - 35% AB
- Median age - 29



"The message is this; the stars have a stylist to get them ready for their big nights out, you have In Style - friend of the stars and friend of the stylists to the stars."

Evening Standard



Attitudes:

- 86% look after their appearance & image
- 77% think it's important to look well dressed
- 83% more likely to spend a lot on clothes, compared to other women
- Nearly twice as likely to wear a valuable watch

NRS Jan - Dec 08 (base women), ABC Jul-Dec 08, TGI July 07 - Jun 08, In Style Reader Survey, ES

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