

InStyle

RATEBASE: 1,700,000

FREQUENCY: 11 TIMES A YEAR

EDITORIAL MISSION

InStyle brings together the two most powerful words in fashion—in and style. As the leading destination for celebrity style, we provide millions of women with unprecedented access to the front rows, red carpets, and lives of the celebrities, designers, and it-girl influencers that inspire their stylish lives with the highest level of style and confidence every day.

AUDIENCE PROFILE

Readership	5,792,000
Median Age	45 years
Median Household Income	\$83,762
Own Home	62%
Median Home Value	\$295,534
Female:Male Ratio	87:13
Took action as a result of reading an ad	60%
Subscription:Newsstand Ratio	95:5

Source: MRI-Simmons DoubleBase 2021; MRI Starch 2019;
June 2021 AAM Statements

