



INSTYLE MEN - THE STYLE OF THE STARS - FOR MEN.

WHY INSTYLE MEN?

- ✓ InStyle MEN is the essential style guide for men: Here you can find out everything about fashion, beauty and the most popular lifestyle news – naturally with the style of the stars. The magazine is aimed at the "normal" man who is interested in fashion and cosmetics but who isn't an expert.
- ✓ InStyle MEN will initially appear in a bundle together with InStyle, making it an unmissable, extra-thick style package for HIM and HER. InStyle MEN will then be available at the newsstand for a further month as a stand-alone.

KEYFACTS

Frequency: **twice a year**

Day of publication: **Saturday**

Copyprice: **3.90 €^{1.)}**

Basic rate (1/1 page 4c): **23,300 €^{2.)}**

Sold circulation: **80,000^{3.)}**

Editor-in-Chief: **Kerstin Weng**

Source: ¹⁾ stand-alone; bundle with InStyle: € 5,90, ²⁾ Prices valid from 01.01.2018., ³⁾ Publisher's information (approx. 20.000 stand-alone, approx. 60.000 as a bundle)