



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: 3.50 €^{1.)}

Basic rate (1/1 page 4c): 22,800 €^{2.)}

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

Editor-in-Chief: Kerstin Weng

Source: ¹⁾ stand-alone; bundle with InStyle: € 5,00, ²⁾ Prices valid from 01.01.2017., ³⁾ Publisher's information (approx. 20.000 stand-alone, approx. 60.000 as a bundle)