



## INSTYLE.DE - FASHION, BEAUTY AND LIFESTYLE

### WHY INSTYLE.DE?

- ✓ Trends & Lifestyle: InStyle.de provides you with the quickest overview of the latest trends, useful incentives and helpful service for our own fashion and beauty style – trendy, versatile and inspiring!
- ✓ Shopping experience: in addition to current fashion and beauty trends, InStyle.de offers the perfect shopping service and is directly linked to the online shop. Users will find all the it-pieces at a glance in their own personalized InStyle-shop!

InStyle.de represents daily style inspiration and exclusive shopping opportunities, making it the best shopping platform in German-speaking countries.

### KEYFACTS

Portal: [InStyle.de](https://www.instyle.de)

Unique User: 1.41 mn <sup>1.)</sup>

Visits: 5.32 mn <sup>2.)</sup>

: 46,300 <sup>3.)</sup>

Facebook fans: 645,000 <sup>4.)</sup>

Twitter follower: 290,000 <sup>5.)</sup>

Source: <sup>1)</sup> AGOF digital facts 2017-01, <sup>2)</sup> IVW 04/17, <sup>3)</sup> Stand-Alone (04/17), <sup>4)</sup> Date: 11.05.17; incl. InStyle Beauty, <sup>5)</sup> Date: 11.05.17

### USER

#### The InStyle.de user is:

- mainly female (84 %)
- between 18 and 39 years old (62 %)
- employed (55 %)
- has a net household income of € 2,500 or more (50 %)

Source: AGOF digital-facts 2017-01 (14 years +)