



INSTYLE - MY STAR, MY STYLE, MY INSTYLE.

WHY INSTYLE?

- ✓ InStyle is the original. The style of the stars has been launched successfully in a great number of countries. Often copied but never matched!
- ✓ With a paid circulation of 223,815 copies InStyle is Germany's leading fashion magazine. (source: IVW IV/2017)
- ✓ InStyle is the monthly shopping list for 1.28 million women. (source: ma 2018 I)

USP

Celebrities, fashion, beauty and lifestyle! That's InStyle!
InStyle provides insider tips and is the ultimate style guide for its readers.

KEYFACTS

Frequency: **monthly**

Day of publication: **Saturday**

Copyprice: **4.00 €**

Basic rate (1/1 page 4c): **35,250 €^{1.)}**

Sold circulation: **223,815^{2.)}**

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

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW IV/2017

READERS PROFILE

	Mill.	Percent	Index
Total	1.31	100.0	
Sex			
Men	0.03	2.3	5
Women	1.28	97.8	192
Age			
14-19 years	0.21	16.0	229
20-29 years	0.39	29.6	214
30-39 years	0.28	21.5	153
40-49 years	0.25	19.4	121
50-59 years	0.12	9.5	52
60-69 years	0.04	3.2	24
>= 70 years	0.01	0.9	5
Qualification			
Comprehensive school	0.15	11.3	243
Sec. school (without apprenticeship)	0.04	3.3	42
Sec. school (with apprenticeship)	0.10	7.3	26
Secondary modern school	0.49	37.4	126
Grammar school	0.31	23.7	177
University	0.22	17.1	104
Net income			
less than 1,000.00 EUR	0.09	6.9	83
1,000 to 1,250 EUR	0.02	1.5	31
1,250 to 1,500 EUR	0.05	3.7	49
1,500 to 2,000 EUR	0.09	7.0	55
2,000 to 2,500 EUR	0.15	11.1	78
2,500 to 3,000 EUR	0.15	11.7	99
3,000 EUR and more	0.76	58.0	143

Source: ma 2018 I