



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 265,856 copies InStyle is Germany's leading fashion magazine. (source: IVW II/2017)
- ✓ InStyle is the monthly shopping list for 1.26 million women. (source: ma 2017 II)

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 (Ø, 1/1 page 4c): **33,700 €^{1.)}**

Reach: **1.30 mn^{2.)}**

Sold circulation: **265,856^{3.)}**

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

Source: ¹⁾ Prices valid from 01.01.2017, ²⁾ ma 2017 II, total, ³⁾ IVW II/2017

READERS PROFILE

	Mill.	Percent	Index
Total	1.30	100.0	
Sex			
Men	0.04	2.9	6
Women	1.26	97.1	190
Age			
14-19 years	0.21	16.0	229
20-29 years	0.43	33.0	239
30-39 years	0.25	19.0	135
40-49 years	0.24	18.2	114
50-59 years	0.13	9.8	54
60-69 years	0.04	2.9	22
>= 70 years	0.01	1.1	6
Qualification			
Comprehensive school	0.15	11.2	241
Sec. school (without apprenticeship)	0.03	2.2	29
Sec. school (with apprenticeship)	0.12	9.4	34
Secondary modern school	0.46	35.2	118
Grammar school	0.31	23.5	176
University	0.24	18.4	112
Net income			
less than 1,000.00 EUR	0.08	6.4	77
1,000 to 1,250 EUR	0.03	2.3	49
1,250 to 1,500 EUR	0.06	4.4	57
1,500 to 2,000 EUR	0.10	7.8	59
2,000 to 2,500 EUR	0.13	9.7	70
2,500 to 3,000 EUR	0.17	12.8	106
3,000 EUR and more	0.74	56.7	141

Source: ma 2017 II