



Topline:

- Readership 306,000
- Circulation 184,141

Reader Profile:

- Upmarket
 - 75% ABC1
 - 39% AB
- Median age - 30

"The message is this; the stars have a stylist to get them ready for their big nights out, you have In Style - friend of the stars and friend of the stylists to the stars." Evening Standard



Attitudes:

- 79% look after their appearance & image
- 78% think it's important to look well dressed
- More than twice as likely to spend a lot on clothes, compared to other women
- 73% more likely to wear a valuable watch

NRS Jan - Dec 09 (base women), ABC Jul-Dec 09, TGI Jul 08 - Jun 09, In Style Reader Survey 2003, ES

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