

Audience Profile: Print

MAGAZINE AUDIENCE TOTAL

8,697,000

| AUDIENCE RATIO | Audience (000) | % Composition |
|----------------|----------------|---------------|
| Female | 7,986 | 91.8 |
| Male | 712 | 8.2 |

TOTAL ADULTS

Age

| | | |
|-------|-------|------|
| 18-34 | 3,081 | 35.4 |
| 35-54 | 4,093 | 47.1 |
| 50+ | 2,372 | 27.3 |

Median Age: 41.2

HOUSEHOLD INCOME

| | | |
|------------|-------|------|
| \$100,000+ | 3,612 | 41.5 |
| \$75,000+ | 4,732 | 54.4 |
| \$60,000+ | 5,416 | 62.3 |
| \$50,000+ | 5,986 | 68.8 |

Median HHI: \$83,553

EDUCATION

| | | |
|--------------------|-------|------|
| Att/Grad College+ | 6,377 | 73.3 |
| Graduated College+ | 3,554 | 40.9 |

EMPLOYMENT

| | | |
|----------|-------|------|
| Employed | 6,114 | 70.3 |
|----------|-------|------|

HOME OWNERSHIP

| | | |
|----------|-------|------|
| Own Home | 5,374 | 61.8 |
|----------|-------|------|

MARITAL/CHILDREN STATUS

| | | |
|--------------------|-------|------|
| Single/Wid/Div/Sep | 4,063 | 46.7 |
| Married | 4,634 | 53.3 |
| Any Children in HH | 4,419 | 50.8 |

Source: 2016 comScore Multi-Platform//GfK MRI Media + Fusion (09-16/S16) weighted to Population (000) - Base: Adults



InStyle



Audience Profile: Digital

INSTYLE.COM AUDIENCE TOTAL
9,792,000

| AUDIENCE RATIO | Audience (000) | % Composition |
|-----------------------|----------------|---------------|
| Female | 7,074 | 72.2 |
| Male | 2,718 | 27.8 |

TOTAL ADULTS

Age

| | | |
|-------|-------|------|
| 18-34 | 4,159 | 42.5 |
| 35-54 | 3,785 | 38.7 |
| 50+ | 2,784 | 28.4 |

Median Age: 38.9

HOUSEHOLD INCOME

| | | |
|------------|-------|------|
| \$100,000+ | 3,145 | 32.1 |
| \$75,000+ | 4,391 | 44.8 |
| \$60,000+ | 5,419 | 55.3 |
| \$50,000+ | 6,162 | 62.9 |

Median HHI: \$67,631

EDUCATION

| | | |
|--------------------|-------|------|
| Att/Grad College+ | 6,777 | 69.2 |
| Graduated College+ | 3,742 | 38.2 |

EMPLOYMENT

| | | |
|----------|-------|------|
| Employed | 6,568 | 67.1 |
|----------|-------|------|

HOME OWNERSHIP

| | | |
|----------|-------|------|
| Own Home | 5,478 | 55.9 |
|----------|-------|------|

MARITAL/CHILDREN STATUS

| | | |
|--------------------|-------|------|
| Single/Wid/Div/Sep | 5,030 | 51.4 |
| Married | 4,762 | 48.6 |
| Any Children in HH | 4,723 | 48.2 |

Source: 2016 comScore Multi-Platform//GfK MRI Media + Fusion (09-16/S16) weighted to Population (000) - Base: Adults