

# Mass Affluence

## ➔ 2nd Largest Young Women's Magazine

Top 5	Rate Base
Cosmopolitan	3,000,000
<b>SHAPE</b>	<b>2,500,000</b>
Glamour	2,250,000
InStyle	1,700,000
Women's Health	1,500,000

## ➔ Highest Median HHI

Top 5	HHI
<b>SHAPE</b>	<b>\$101,863</b>
InStyle	\$86,676
Glamour	\$65,719
Cosmopolitan	\$63,686
Women's Health	\$59,004



Sources: Gfk MRI Fall 2016