

Mass Affluence

→ 2nd Largest Young Women's Magazine

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

→ Highest Median HHI

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



Sources: Gfk MRI Fall 2016