



Seventeen = real shoppers

Spending on fragrance (past year)

	Women 18-24
Cosmopolitan	\$202,628,000
Seventeen	\$200,462,000
Teen Vogue	\$129,720,000
Glamour	\$123,628,000
People StyleWatch*	\$80,415,000
Allure**	\$78,541,000
Marie Claire**	\$35,791,000
Lucky**	\$20,516,000

*Prototype; **Unstable, use with caution
Source: GfK MRI, Fall 2013 (Base: W18+)