



Seventeen = real shoppers

Spending on apparel (past year)

	Women 18-24
Cosmopolitan	\$2,355,089,000
Seventeen	\$1,808,209,000
Glamour	\$1,609,706,000
Teen Vogue	\$1,053,384,000
People StyleWatch*	\$877,311,000
Allure	\$756,738,000
Marie Claire**	\$392,528,000
Lucky**	\$238,978,000

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