



Seventeen = real shoppers

Spending on footwear (past year)

Women 18-24

	Footwear	Athletic
Cosmopolitan	\$316M	\$145M
Seventeen	\$301M	\$137M
Glamour	\$186M	\$100M
Teen Vogue	\$171M	\$73M **
PSW*	\$100M	\$51M
Allure	\$98M **	\$53M **
Marie Claire	\$51M **	\$24M **
Lucky	\$20M **	\$8M **

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