



# We're a fave over time

We appeal to high school & college women

|                  | F12-19<br>Fave Mag | W18-24<br>One of Faves |
|------------------|--------------------|------------------------|
| <b>Seventeen</b> | <b>43%</b>         | <b>39%</b>             |
| Teen Vogue       | 16%                | 33%*                   |
| Cosmopolitan     | 9%                 | 49%                    |
| Glamour          | 6%                 | 24%*                   |
| Allure           | 1%                 | 19%*                   |
| Lucky            | 1%                 | 10%*                   |
| Marie Claire     | 0%                 | 13%*                   |

\*Unstable, use with caution. Note: People StyleWatch not available on qualitative data.  
Source: TRU Study, 2013; GfK MRI, Fall 2013