



Seventeen = real shoppers

Spending on swimwear (past year)

	Women 18-24
Cosmopolitan	\$84,380,000
Seventeen	\$81,028,000
Glamour**	\$65,869,000
Teen Vogue**	\$62,532,000
People StyleWatch*	\$32,038,000
Allure**	\$25,232,000
Marie Claire**	\$7,377,000
Lucky**	\$6,057,000

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