

InStyle

(Updated 6/2023)

FORMERLY Published by Dotdash Meredith, InStyle magazine was an insider's guide to the latest trends and personal style choices of celebrities. The magazine offers a wealth of information on beauty, fashion, entertaining, and celebrity lifestyles. *** CEASED PUBLICATION 4/1/22. NAMES THRU 3/22 ***

Gender:
82% Female/10% Male

Source:
DTP, Other

Counts and Rates:

680,197	Total Universe	\$85/M
680,197	FORMER Subscribers	\$85/M
56,194	3 Mo Former Subscribers	+\$12/M
167,300	6 Mo Former Subscribers	+\$9/M
	Catalog Rate	\$65/M
	Fundraising Rate	\$60/M

InStyle magazine subscribers are fashion conscious women looking for inspiration and ideas to live with confidence, individuality and personal style.

InStyle magazine is enhanced with demographic and lifestyle data for even better segmentation.

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Selections:

3 Mo Former	\$12/M
Gift Givers	\$12/M
DTP/DMS	\$12/M
Renewals	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Lifestyle Interests	\$16/M
Selects	\$16/M
Net Name (50M Min)	@85/8.50

Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.