



"InStyle is Australia's most comprehensive style authority. Delivered through the prism of celebrity, InStyle is inclusive, engaging and easy to navigate. Perfect for the woman in buy mode, our sophisticated, chic and highly shoppable content is delivered with purpose across our ever-growing brand channels"

THE INSTYLE AUDIENCE IS AFFLUENT, SMART AND ON-TREND. Style is about more than what they wear - it's their complete ethos. **THEY TURN TO INSTYLE FOR CONTENT THAT NOT ONLY INSPIRES AND EVOLVES THEIR PERSONAL STYLE, BUT FOR STYLE ADVICE ACROSS ALL ASPECTS OF LIFE -** fashion, beauty, lifestyle and entertaining

STATS

126K

READERSHIP

11.7K

DAILY UB'S

513K

MONTHLY IMPRESSIONS

517K

AU WEEKLY FACEBOOK REACH

13.2K

NEWSLETTER SUBSCRIBERS

CELEBRITY

Our content provides the InStyle audience with exclusive access to the A-List. From actors to musicians, models and the most sought-after influencers and personalities, we work with their favourite celebrities to deliver their stories with style.

CELEBRATING WOMEN OF STYLE

2018 marked a decade of shining a light on the achievements of trailblazing Australian women

INSPIRATIONAL & ACCESSIBLE

Enabling her to lead a stylish life through a compelling fusion of fashion, beauty, culture and lifestyle

Source: emma CMV Jul '18; Nielsen DCR Sep'18; Nielsen Market Intelligence Sep'18; Social media stats updated as at Sep '18



PRINT

126K
READERSHIP



DIGITAL

CONNECTING HER TO A
WORLD OF STYLE THAT'S
ALWAYS AT HER FINGERTIPS



EVENTS

WOMEN OF STYLE AWARDS



INSTYLE SHOPS



SOCIAL

REACH AN ENGAGED AUSTRALIAN
AUDIENCE IN BUY MODE. HER HIGH
PURCHASE POWER COMBINED WITH
OUR BESPOKE BRANDED CONTENT
CREATES THE POWERFUL MIX
NEEDED TO DELIVER RESULTS FOR
YOUR BRAND.



VIDEO

PUT YOUR BRAND FRONT AND
CENTRE THROUGH BRANDED
VIDEO CONTENT WITH THE
INSTYLE TEAM ACROSS
LONGFORM, FACEBOOK LIVE
AND INSTAGRAM STORIES



BEST BEAUTY BUYS

LONGEST RUNNING
AUSTRALIAN EDITORIAL
BEAUTY AWARDS, NOW IN
IT'S 19TH YEAR!



Source: MAT to 25/02/18 Australian Grocery Weighted Scan IRI MarketEdge, based on data definitions provided by Pacific Magazines