

STELLA

Stella is an intelligent, warm and witty guide to living stylishly, offering the best in fashion, beauty, interiors and food. With a host of features reflecting the evolving needs of its incredibly loyal readers who have money to spend, the magazine prides itself on its contradictions; it's a fashion magazine that believes there's more to life than clothes and a woman's magazine that is read by men.



DID YOU KNOW?
STELLA READERS ARE 3X MORE LIKELY TO BE AB FEMALES.

WHAT?

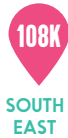


454
THOUSAND
DAILY
READERSHIP



734
THOUSAND
MONTHLY
READERSHIP

WHERE?



SOUTH
EAST



MIDLANDS



EAST
ENGLAND



LONDON



SOUTH
WEST



NORTH
WEST



YORKSHIRE



WALES



SCOTLAND



NORTH
EAST

WHO?

GENDER



31%

69%

59
AVERAGE
AGE



86%
ABC1%



53%
AB%

WHY?

QUALITY SEEKERS

27%

more likely to agree 'It's worth paying more for quality goods'

BEST OF BEAUTY

42%

more likely to only use good quality toiletries

DESIGNER TASTES regular readers are

79%

more likely to wear designer clothes