

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 AND 73% MORE LIKELY TO GO FOR PREMIUM GOODS/SERVICES

WHAT?



454
THOUSAND
WEEKLY
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%

49
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