



Spain's Monthly Fashion Magazine  
Cover Price: € 2.95



**MARKET POSITION:**

**Stilo** will be launched as a monthly magazine on 20<sup>th</sup>, April 2011. After the great success of Cuore and its quarterly fashion supplements - Cuore Estilo, Cuore Biuty, Cuore Args - a new demand among young women readers has been found. This new magazine targets women that like shopping, fashion and beauty, based on the look of celebrities.

**Stilo** will answer to their needs of being fashionable at a good price.

Profile : 91% of women 72% ABC

		<b>Stilo</b>
Circulation	(OJD 2014-2015)	<b>63,998</b>
Readership	(EGM 1st wave 2016)	<b>202,000</b>

**EDITORIAL PROFILE:**

**Stilo** is a new fashion magazine to answer the needs of a new generation of Spanish readers. It is based on a successful concept on an international scale (Look, Be, People, Closer, etc.)

**Stilo** is the best shopping guide to get the look of the celebrities. It delivers special advice and inspiration for the readers: practical advices on trendy hairstyles and make up.

**Stilo** contents:

- The newest: Celebrities' trends!
- Express beauty: step by step, beauty trends, tips and hints
- Shopping guide: more than 30 pages on new fashion products: shoes, handbags, accessories and much more, with detailed information on where find it.
- Brief reviews on: new books, leisure, blogs, new music releases, etc.

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