

STYLE

Chatelaine
Readers
LOVE
looking
their Best!



Look and feel your best

STYLE how-to videos,
forums and more at
chatelaine.com and
[chatelaine.qc.ca!](http://chatelaine.qc.ca)

Chatelaine's style section combines real life inspiration and useful information on current trends to help women look and feel their best. *Chatelaine* shares insider fashion and beauty tips all women can relate to, and brings style to life with makeovers of real women. From how-to wear it tips to comprehensive shopping guides for essential wardrobe pieces, *Chatelaine's* style stories help women look great and make the most of their clothing and beauty budget.

www.chatelaine.com / www.chatelaine.qc.ca

 **ROGERS™**



Our readers spend an average of \$1.8 billion on fashion

Chatelaine and Châtelaine Readers:

Want to look their very best every day — *Chatelaine* and *Châtelaine* women are more likely to spend \$100+ on cosmetics and \$100+ on skincare products every month.

Chatelaine:

- Spend \$1.8 BILLION on fashion in one year
- Spend \$128 MILLION on cosmetics in an average month
- Spend 1/3 of EVERY DOLLAR spent in Canada on women's clothing, footwear and cosmetics

Source: PMB 2008 Base: EW18+

Châtelaine:

- *Châtelaine* reaches 33% of all women with a HHI of \$100,000+
- *Châtelaine* reaches 35% of all women who spent \$2,500+ on clothing in past year
- *Châtelaine's* 612,000 women spent \$449 MILLION on clothing in one year

Source: PMB 2008 Base: FW18+

