

# LUCKY: For Stylish Women Who Love to Shop



“One of the best merchandise-movers in the business.”

—WWD

## A MUST-HAVE SHOPPING ACCESSORY

LuckyMag.com showcases what-to-wear and how-to wear it, making fashion and beauty fun and accessible. Featuring constantly updated trends, style advice, and the best deals and giveaways, LuckyMag.com is where the American shopper looks first to find and buy the very best of style right now.

LuckyMag.com consumers are ideal for advertisers looking to reach shoppers—96% of all users shop.†

## AT A GLANCE

### ■ Average Monthly Traffic

Uniques	<b>325,000</b>
Page Views	<b>3.8 million</b>

Source: Internal Publisher's Data, Jan. – Dec. 09

### ■ Passionate Community

“I love Lucky! It's like window shopping without leaving my house. It gives me great ideas for new ways to wear what's already in my closet, gives me inspiration for new looks, and has enlivened my formerly dull uniform-like work wear”

—Reader, Greeley, CO

Average time spent per session	<b>6 minutes</b>
Shops online	<b>96%</b>
Reads ratings/reviews of products/services	<b>77%</b>

Sources: Visual Sciences Jan-November 2009 Average; Strategy Group, July 2008

### ■ Demographics

Female	<b>76%</b>
Average Age	<b>37</b>
Average HHI	<b>\$56,755</b>

Source: Plan Metrix Dec. 2009

### ■ Influential Shoppers

#### Alpha-Shoppers:

I'm always on the lookout for deals and the latest trends	<b>78%</b>
I love shopping and consider it a hobby	<b>71%</b>
I like discovering new sites/stores/labels and telling my friends	<b>68%</b>
Having great style is about quality over quantity	<b>66%</b>

Sources: Strategy Group, July 2008

#### Big Spenders (Index):

Spent \$3,000+ on clothing this past year	<b>337</b>
Spent \$500+ on watches this past year	<b>397</b>
Spent \$300+ on health and beauty aids this past year	<b>240</b>

Sources: Net Fusion, October 2009

For more information, please contact your Account Executive or **Josh Stinchcomb, Publisher** at 212 286 7234 or Josh\_Stinchcomb@condenast.com

† Source: The Strategy Group, July 2008


**Lucky.**

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EVEN MORE FROM THE MAGAZINE ABOUT SHOPPING & STYLE

# Lucky

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## LuckyRIGHTNow

WHAT'S NEW >

Supermodel Naomi Campbell Organizes Runway Show For Haiti Relief  
1:17 PM ET

Sneak Peek: Sonia Rykiel for H&M  
12:52 PM ET

40% Off Everything at Mary Green--3 Days Left!  
12:15 PM ET

Around the Web: Use J.Crew's Spring Lookbook For Fab Styling Tips  
11:20 AM ET

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### Sales in a Flash

Amazing one-day discounts (40% to 50% off)!



### How-To Videos

Insider advice, styling secrets, and beauty tips.

### Store Directory


A highly edited list of the very best shops across the country.

### Style Spotter



1 2 3 4 5 6 >

II PAUSE

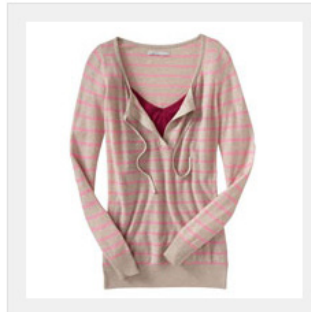


**Shop The Lucky eBoutique**  
Super-hot stilettos: We've found the best pairs at every price!



#### the lucky sexy guide

SIX ICONIC LOOKS THAT ARE ALWAYS SEDUCTIVE--AND EVERYTHING NEEDED TO PULL THEM OFF FLAWLESSLY.



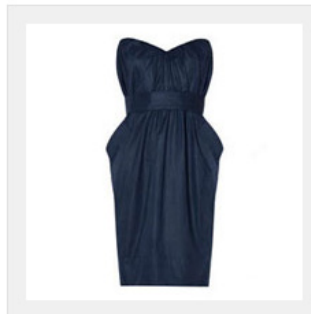
#### what we're shopping for now

WE'VE LAUNCHED OUR VERY OWN E-BOUTIQUE. [CLICK HERE](#) TO BROWSE (AND BUY).



#### 12 valentine's day beauty essentials

EVERYTHING YOU NEED FOR SUPER-EXTRA HOTNESS.



#### cool dresses for less than \$200

FROM ELEGANT DRAPED SILK TO FITTED BUSTIER STYLES, THESE ARE THE PIECES LUCKY EDITORS ARE CRAZY FOR.

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#### Shopping Must-Haves

- Seductive Chemises and Camis
- The Chicest Pointy-Toe Flats
- Seriously Hot Stilettos
- Tailored Blazers
- Ultra-Slimming Little Black Dresses
- Walkable Knee-High Boots
- Glamorous Sequins
- Flattering Menswear-Inspired Pieces
- Gorgeous Scents
- Classic Red Lipstick

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