

STYLE.COM: For the Fashion-Obsessed



STYLE.COM
is the CNN
of Fashion.

—Claudio Castiglione, *Tod's*

FASHION FROM A TO Z

For industry insiders and fashion-obsessed consumers, STYLE.com is the go-to source for fashion information. The site houses an exhaustive database of images from the world's runway shows (posted in real-time) and elegantly displays them alongside the latest style news, designer and model profiles, trend reports, blogs, original video, shopping guides, celebrity and model photos, and more. Interactive tools, forums and e-commerce add to the invaluable nature of the site.

Style.com's users are a marketer's dream. They are highly engaged—viewing over 31 pages per sessions, extremely influential and avid shoppers.†

AT A GLANCE

■ Average Monthly Traffic

Uniques	2.3 million
Page Views	138.8 million

Source: Internal Publishers Data, Jan. – Dec. '09

■ Editorial Distinctions

MIN	Winner, Mobile Application, 2009 Honoree, Podcast, 2009
Webby	Honoree, Mobile Application, 2009 Honoree, Best Editing, 2009 Winner, People's Voice, Fashion, 2008
Mobie	Winner, Fashion, 2009
CFDA	Winner, Eugenia Sheppard Award, 2008
MPA	Winner, Website of the Year, Fashion, 2007

■ Demographics

Female	91%
Age 25-54	66%
Average HHI	\$81,745

Source: Nielsen/Netratings @Plan, Fall 2009

■ Passionate and Influential Consumers

Frequently Provides Advice on	
Clothes/fashion	549
Beauty/cosmetics	341

Shopped Online in the Past 30 Days for	
Women's clothes, shoes, accessories	284
Cosmetics	433
Haircare	739
Skincare	452

Source: Nielsen/Netratings @Plan, Fall 2009

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

† Source: *ComScore Media Metrix, Q309; Internal Publisher's Data, Visual Sciences, Q109; Nielsen/NetRatings @Plan, Summer 2009

STYLE.COM

STYLE.COM: For the Fashion-Obsessed

sign in | join now

STYLE.COM /

THE ONLINE HOME OF VOGUE

FASHION SHOWS | PEOPLE + PARTIES | BLOGS | TRENDS + SHOPPING | BEAUTY | VIDEO | COMMUNITY | VOGUE

Search Style.com

liquid mercury
"hurtling onward into the constant now" at chanel

plus: givenchy, christian dior, and all the couture shows so far

THE LATEST

subscribe to VOGUE



style notes
Street Couture
tommy ton shoots the scene at the paris shows—*updated daily*



parties
Boudoir Faire
more exposed lingerie at natalia's etam show and after-party



vogue feature
Teen Spirit
tom ford on casting nicholas houlst as a shadow of his younger self in *a single man*

Style File *blog*

BEAUTY Counter

Contemplating The Accent Nail
4 mins ago

At last night's premiere of Mel Gibson's latest flick, Edge of Darkness, actress Bojana...

Pastel With A Punch, Backstage At Chanel
05:05PM

Do You Uslu?
01:44PM

The Provoker Gets Provoked, And More...
01:41PM

[more from the beauty counter blog >](#)

LOOK OF THE DAY



cast YOUR VOTE
tell us who you think has the "look of the day"

THE FASHION FEED



twitter aggregator
Don't Miss a Tweet
your favorite fashion commentators, all in one place
plus: follow style.com on twitter

STYLE FILE BLOG



shopping alert
That Seventies Show
a major stash of alex & lee jewelry just landed at the way we wore

VIDEO



TRENDS + SHOPPING



shop the looks
Tee Off
rethink the wardrobe basic with softly draped tops from rick owens and vanessa bruno

TRENDS + SHOPPING



shopping guide
We're Sensing a Pattern
the printed dresses, coats, wedges, and bags to buy this spring

AD UNIT HERE

E-MAIL | MOBILE | RSS | LOOKBOOK

Shop The Looks Weekly Style.com news

enter email address

I understand and agree that registration on or use of this site constitutes agreement to its User Agreement and Privacy Policy.

SUBSCRIBE & ENTER FOR A CHANCE TO WIN A \$10,000 ULTIMATE MAKEOVER WITH THE EDITORS OF VOGUE!
SUBSCRIBE NOW >

