The Times & The Sunday Times
Connecting you to the most affluent audiences
Style

Style’s authoritative, witty and sometimes irreverent take on the world of designers, collections and trends makes it one of the most important and influential sources of reference for the fashionable and stylish.

A weekly edit of the best of fashion and beauty, Style provides intelligent and inspiring content created by some of the industry’s big names. Includes key columnists Claudia Winkleman, Pandora Sykes, Marion Keyes and Dolly Alderton.

75% of Style readers don’t read any other source of fashion or beauty content

Style reaches more AB women than Vogue, ELLE & Harper’s Bazaar combined

Style reaches more households earning £150k+ than any other women's magazine

Source: TGI Premier 2015, Average Issue Readership
Style reaches more affluent readers than any other women’s magazine

Source: TGI Premier 2015, Average Issue Readership
Style reaches more affluent women than any other women's magazine

Source: TGI Premier 2015, Average Issue Readership
Style reaches more younger affluent women than any other women's magazine

- Marie Claire: 131,000
- Vogue: 120,000
- Red: 112,000
- InStyle: 93,000
- Elle: 83,000
- Harper's Bazaar: 67,000
- Stella: 40,000
- AB Female Under 45: 38,000

Source: TGI Premier 2015, Average Issue Readership
Style reaches more affluent men than the monthly men’s glossies

Source: TGI Premier 2015, Average Issue Readership
Style readers are selective in their consumption of fashion/health/beauty content

75% of Style readers don’t consume any other source of fashion/health or beauty content

Of those Style readers who consume other sources, they choose the following titles:

- **Style**: 29%
- **Grazia**: 26%
- **Elle**: 26%
- **Vogue**: 23%
- **Tatler**: 19%
- **Red**: 16%
- **Glamour**: 16%
- **Marie Claire**: 13%
- **Harper's Bazaar**: 13%
- **In Style**: 10%
- **Stella**: 6%
- **Cosmopolitan**: 6%
- **W**: 6%
- **You**: 3%
- **Other**: 16%
Luxury advertising is in our DNA

- Selfridge & Co: 1909
- Rolex: 1931
- Louis Vuitton: 1982
- Gucci: 2006
- Breitling: 2015
The global luxury market surpassed €1 trillion in retail sales value in 2015 (healthy growth of 5% yoy)

The personal luxury goods market rose to more than €250 billion in 2015 – more than tripling over the past 20 years

The market value of luxury goods in the UK has increased by 21% since 2011 and is expected to reach around €17 billion in 2016.

The UK has the highest penetration of online luxury sales globally with 11% - equal to the online reach of France and Italy combined.