

Fast Facts: Girls' Life magazine



Total audience	1,890,000
2015 ratebase	350,000
Est. readers per copy	5.4
Subs/Newsstand	85%/15%
Male/Female	1%/99%
Magazine Frequency	6x
Target	Girls 12-17
Gender	99% Girls
Median age	15
12-17	91%
Median HH income	\$83,032
Both parents in HH	87%

Fast Facts: Girlslife.com



Girlslife.com Launched in 1996, Girlslife.com is the premiere content destination for young teen girls. Every day, girls come to us for the best in fashion, beauty and entertainment, plus smart advice on guys, fitness and well-being.

Site Traffic

500,000 unique visitors per month
 6.5 million page views per month
 94% U.S., 5% Canada, 1% other

Demographics

Median age **14**

Tween girls 10 to 16 97%

Teen girls 12 to 17 91%

Household Profile

HH income* **\$83,032**

Both parents living in HH 87%

Another female sibling in HH 40%