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%

Source: Girlslife.com Visitor Analysis, *MRI PocketPiece Teen 2012*