



The World of Style

W represents the very best in fashion, film, and art, with a consistent eye toward the game changers of tomorrow. From headline-making celebrity journalism to the inside of the most exclusive galleries and ateliers, W inspires the cultural dialogue.

2020 CONTENT CALENDAR

January	--
February	Best Performances/ March Fashion
March	Director's Issue
April	--
May	Music Issue
June	--
July	--
August	Pop Portfolio
September	Fall Fashion Collaboration
October	The Originals
November	Art Icons
December	Holiday

Source: MRI/ComScore2019

W

Rate Base	450,000
Subscriber Base	98.5%
Median Age	46
Age Breakdown	
18-24	15%
25-34	22%
35-54	27%
55+	36%
Avg. Household Income	\$91,454
Female / Male Readers	89% / 11%
Readers Per Copy	2.2

OUR SUBSCRIBERS

3.7X more likely to be fashion influentials who consider their style to be trendy

3 in 4 like to shop around before making a purchase

71% are heavy beauty users