

MUSCLE & FITNESS Hers

Our Readers Are Fit And Fashionable!



READERS WHO BOUGHT 2+ SUITS (WITH SKIRT) IN LAST 12 MONTHS

Publication	Index
Muscle & Fitness Hers	214
Self	150
Health	155
Fitness	163

READERS WHO SPENT \$100+ ON ATHLETIC WORKOUT WEAR IN LAST 12 MONTHS

Publication	Index
Muscle & Fitness Hers	274
Fitness	246
Health	154
Self	209

WOMEN WHO SPENT \$50+ ON PERFUME AND COLOGNE IN PAST 12 MONTHS

Publication	Comp %
Muscle & Fitness Hers	33.8%
Self	23.3%
Health	20.5%
Fitness	28.4%