



Spain's Monthly Fashion Magazine

Cover Price: € 2.95

MARKET POSITION:

Stilo will be launched as a monthly magazine on 20th, April 2011. After the great success of Cuore and its quarterly fashion supplements - Cuore Estilo, Cuore Biuty, Cuore Args - a new demand among young women readers has been found. This new magazine targets women that like shopping, fashion and beauty, based on the look of celebrities.

Stilo will answer to their needs of being fashionable at a good price.

	Stilo
Circulation <i>Publisher stat 2011</i>	200 000
Readership	-

EDITORIAL PROFILE:

Stilo is a new fashion magazine to answer the needs of a new generation of Spanish readers. It is based on a successful concept on an international scale (Look, Be, People, Closer, etc.)

Stilo is the best shopping guide to get the look of the celebrities. It delivers special advice and inspiration for the readers: practical advices on trendy hairstyles and make up.

Stilo contents:

- The newest: Celebrities' trends!
- Express beauty: step by step, beauty trends, tips and hints
- Shopping guide: more than 30 pages on new fashion products: shoes, handbags, accessories and much more, with detailed information on where find it.
- Brief reviews on: new books, leisure, blogs, new music releases, etc.

TECHNICAL SPECIFICATIONS:

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