

# ASTROSTYLE

*Horoscopes by The AstroTwins*

Astrologers for ELLE & REFINERY29

— THE ASTROSTYLE.COM AUDIENCE —



**7+ MILLION  
MONTHLY PAGEVIEWS**

**1.4 Million  
UNIQUE VISITORS**

*Predominantly Female*

**MEDIAN AGE: 28**

**SOCIAL MEDIA FOLLOWERS**

**Facebook: 30K**

**Instagram: 40K**

**Twitter: 52K**

**MEDIAN HH Income: \$75K**

Over 70% have college degrees

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**97%**

of readers trust  
what is recommended  
on Astrostyle.com



Contact: Carol Leggett 14 West 39 Street NYC 10011 carol@carolleggettpr.com 212.727.2155

# ASTRO STYLE



A U D I E N C E

## INFLUENCERS & EARLY ADOPTERS

More than half the audience consider themselves  
“very experimental, open-minded and trend-influenced”

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## TOP ACTIVITIES

Shopping & Fashion Trends

Pop Culture/Celebrity News

Healthy Eating & Cooking

Travel: Airline & Road Trips

TV/Movies/Entertainment

Current Events

Fitness & Yoga

Technology

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## DIGITALLY SAVVY + ENGAGED

69% own an iPhone • Over 40% own an iPad

Facebook is the overwhelming social media platform of choice

YouTube and Instagram: Over 50% use more than 2x/week

Pinterest and Snapchat also popular



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