

ASTROSTYLE

— Horoscopes by The AstroTwins —

14+ MILLION
MONTHLY PAGEVIEWS

4+ Million
UNIQUE VISITORS
Predominantly Female

200K
MAILING LIST

MEDIAN AGE: 28

MEDIAN HH Income: \$75K
Over 70% have college degrees



SOCIAL MEDIA

Facebook: 35K

Instagram: 53K

Twitter: 57K

97%

of readers trust
what is
recommended
on Astrostyle.com

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”

TOP ACTIVITIES

Shopping & Fashion Trends

Pop Culture/Celebrity News

Healthy Eating & Cooking

Travel: Airline & Road Trips

TV/Movies/Entertainment

Current Events

Fitness & Yoga

Technology

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



CONTACT: Contact: Carol Leggett
carol@carolleggettpr.com 212.727.2155