

we are More



**CREATIVE, CONFIDENT
STYLE. MORE SUBSCRIBERS
HAVE FULL CLOSETS AND
DEEP POCKETS!**



FASHION PROFILE

INDULGENCE

Spent in past 12 months

More Subscribers		Total Women
\$1,306	Clothing	\$590
\$265	Footwear	\$72
\$182	Accessories	\$56

SHOPPING DESTINATIONS

Ready to wear

- 74% Department stores
- 51% Mass merchandiser stores
- 45% Specialty apparel stores
- 44% Discount department stores
- 41% Catalogues

Accessories

- 53% Department stores
- 46% Mass merchandiser stores
- 38% Discount stores

Footwear

- 56% Department stores
- 29% Mass merchandiser stores
- 29% Discount stores

PURCHASES

- Helped influence fashion purchase decisions
- 71% Magazine editorial
- 58% Catalogues
- 50% Magazine Advertisements
- 48% Friends/Relatives

POWERFUL

- 60% Likely to recommend fashion to friends and family

Source: MORE 2005 Subscriber Study
MRI Spring 2005 (base: Women)
Base: Total Respondents

Smart Talk for Smart Women