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## **Seventeen Magazine: "When is a girl worth \$11,690,499?" Promotional Materials & Trade Advertisements, Estelle Ellis Collection**

Extracted on Apr-19-2024 12:06:42

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When is a girl worth \$11,690,499?

[[image - picture of a young woman]]

... when 1738 advertisers spend just that much money in four years—to sell her their product and their name in the magazine she reads

... when advertisers in the cosmetic, toiletry, fashion, food and home product fields buy more than 3,500,000 lines of advertising in the magazine edited exclusively for her

... when 671 agencies tell their clients the magazine she reads and believes is a must on their advertising schedule

... when 1613 stores ran 2554 ads in one month tying in with the magazine she tucks under her arm when she goes shopping

... when manufacturers and retailers run special advertising campaigns to promote special products and special departments just for her—via the magazine she and her friends call their very own

... when the magazine she buys on the newsstands or subscribes to can show a 150% circulation gain—400,000 copies sold in September '44; 1,000,000 in September '48

... when the magazine devoted to her interests surveys her needs—sets up a research department, a consumer panel, a library of fifteen market studies to determine her powerful present, her promising future

... when the magazine she's devoted to can prove she's not a one and only—that there are 7,999,999 girls in America's homes just like her

... when she, her parents, her teachers and her friends can get together on one thing—their affection for, their belief in, their support of—

seventeen—the magazine that keeps pace with each new generation of teens



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