

# consumer profile

DELIVERING A POWERFUL  
COMMUNITY OF READERS

TOTAL PAID  
CIRCULATION | 1,127,545

90%

SUBSCRIPTION

NEWSSTAND

10%



## AUDIENCE

Readers per copy	7.24
Total Adults	7,839,000
Total Women	6,475,000
Total Men	1,364,000

## AGE

Median Age (Adults)	50.6
Median Age (Women)	51.3
Adults 25-54	3,723,000

## EDUCATION

Att/Grad College+ (Adults)	4,705,000
Att/Grad College+ (Women)	3,958,000

## OCCUPATION

Employed (Adults)	4,930,000
Employed (Women)	4,099,000

## STATUS

Median HHI (Adults)	\$71,428
Median HHI (Women)	\$72,612
Children in household (<18)	3,039,000
Live in A&B counties	5,779,000

