

consumer profile

DELIVERING A POWERFUL
COMMUNITY OF READERS

TOTAL PAID CIRCULATION | 1,141,180

89%

SUBSCRIPTION

NEWSSTAND

11%



AUDIENCE

| | |
|------------------|-----------|
| Readers per copy | 7 |
| Total Adults | 7,534,000 |
| Total Women | 6,160,000 |
| Total Men | 1,373,000 |

AGE

| | |
|---------------------|-----------|
| Median Age (Adults) | 50.4 |
| Median Age (Women) | 51.1 |
| Adults 25-54 | 3,554,000 |

EDUCATION

| | |
|----------------------------|-----------|
| Att/Grad College+ (Adults) | 4,409,000 |
| Att/Grad College+ (Women) | 3,713,000 |

OCCUPATION

| | |
|-------------------|-----------|
| Employed (Adults) | 4,627,000 |
| Employed (Women) | 3,747,000 |

STATUS

| | |
|-----------------------------|-----------|
| Median HHI (Adults) | \$64,052 |
| Median HHI (Women) | \$65,021 |
| Children in household (<18) | 3,182,000 |
| Live in A&B counties | 5,703,000 |