

# audience



**AUDIENCE**

Readers per copy	7
Total Adults	7,897,000
Total Women	6,489,000
Total Men	1,408,000

**AGE**

Median Age (Adults)	48.5
Median Age (Women)	49.9
Adults 25-54	4,144,000

**EDUCATION**

Att/Grad College+ (Adults)	4,723,000
Att/Grad College+ (Women)	3,971,000

**OCCUPATION**

Employed (Adults)	4,893,000
Employed (Women)	3,947,000

**STATUS**

Median HHI (Adults)	\$62,006
Median HHI (Women)	\$61,694
Children in household (<18)	3,522,000
Live in A&B counties	5,935,000

circulation

**TOTAL PAID CIRCULATION**

**1,140,817**

**SUBSCRIPTION**

**89%**

**NEWSSTAND**

**11%**