



TOTAL PRINT
AUDIENCE
4.2MM

RATE BASE
1.1MM

FEMALE
51%

MALE
49%

MEDIAN
HOUSEHOLD
INCOME
\$84,367

HOMEOWNERS
75%

MEDIAN AGE
61

COLLEGE
EDUCATED
83%

INFLUENTIALS
299
INDEX

PROFESSIONAL/
MANAGERIAL
115
INDEX

Source: Publisher's Estimate