



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