

MAGAZINE PROFILE ADULTS

| | AUDIENCE (000) | COVERAGE (%) | COMP (%) | INDEX |
|------------------|-------------------|-----------------|-------------|-------|
| Adults | 9,250 | 3.8 | 100.00 | 100 |
| Men | 3,747 | 3.2 | 40.5 | 84 |
| Women | 5,503 | 4.3 | 59.5 | 115 |
| Readers-per-copy | 6.08 | | | |

AGE

| | | | | |
|-------------------|-------|-----|------|-----|
| 18-24 | 975 | 3.2 | 10.5 | 86 |
| 21+ | 8,896 | 3.8 | 96.2 | 101 |
| 21-29 | 1,325 | 3.4 | 14.3 | 89 |
| 25-34 | 1,557 | 3.6 | 16.8 | 95 |
| 35-44 | 1,718 | 4.3 | 18.6 | 113 |
| 45-54 | 2,148 | 5.0 | 23.2 | 132 |
| 55+ | 2,858 | 3.2 | 30.9 | 86 |
| 65+ | 1,186 | 2.5 | 12.8 | 67 |
| 18-34 | 2,532 | 3.4 | 27.4 | 91 |
| 18-49 | 5,423 | 4.0 | 58.6 | 107 |
| 25-54 | 5,417 | 4.3 | 58.6 | 113 |
| 35-54 | 3,861 | 4.6 | 41.7 | 123 |
| Women & Age 18-34 | 1,330 | 3.6 | 14.4 | 96 |
| Women & Age 25-54 | 3,220 | 5.0 | 34.8 | 132 |
| Median Age | 46.6 | | | |

EDUCATION

| | | | | |
|-----------------------|-------|-----|------|-----|
| High School Graduate+ | 8,107 | 3.8 | 87.6 | 100 |
| Any College | 5,806 | 4.0 | 62.8 | 107 |
| Grad Coll+ | 2,569 | 3.5 | 27.8 | 92 |

HOUSEHOLD INCOME

| | | | | |
|------------|----------|-----|------|-----|
| \$50,000+ | 5,947 | 3.9 | 64.3 | 103 |
| \$60,000+ | 5,153 | 3.8 | 55.7 | 102 |
| \$75,000+ | 4,233 | 3.8 | 45.8 | 102 |
| \$100,000+ | 2,905 | 3.8 | 31.4 | 100 |
| \$150,000+ | 1,384 | 3.8 | 15.0 | 101 |
| Median HHI | \$68,609 | | | |

EMPLOYMENT

| | | | | |
|-------------------------|-------|-----|------|-----|
| Employed | 5,732 | 3.8 | 62.0 | 102 |
| Professional/Managerial | 2,360 | 4.0 | 25.5 | 106 |

HOUSEHOLD

| | AUDIENCE (000) | COVERAGE (%) | COMP (%) | INDEX |
|---------------------------|-------------------|-----------------|-------------|-------|
| Any Kids < 18 Years in HH | 3,789 | 4.0 | 41.0 | 106 |
| Any Kids 12-17 | 1,954 | 4.3 | 21.1 | 113 |
| Any Kids 6-11 | 2,023 | 4.4 | 21.9 | 116 |
| Any Kids < 6 | 1,651 | 3.8 | 17.9 | 100 |
| Moms | 2,117 | 4.1 | 22.9 | 109 |
| Moms and Any Kids < 6 | 968 | 4.0 | 10.5 | 107 |
| Moms and Any Kids 6-11 | 1,044 | 4.2 | 11.3 | 111 |
| Moms and Any Kids 12-17 | 970 | 3.9 | 10.5 | 105 |

MARITAL STATUS

| | | | | |
|--|-------|-----|------|-----|
| Never married | 3,287 | 4.7 | 35.5 | 125 |
| Now married | 4,251 | 3.3 | 46.0 | 87 |
| Legally separated/ widowed/divorced | 1,713 | 3.7 | 18.5 | 99 |
| Engaged | 624 | 4.9 | 6.8 | 130 |

CENSUS REGIONS

| | | | | |
|------------|-------|-----|------|-----|
| North East | 2,154 | 4.9 | 22.3 | 129 |
| South | 2,935 | 3.2 | 31.7 | 84 |
| Midwest | 1,729 | 3.3 | 18.7 | 88 |
| West | 2,433 | 4.3 | 26.3 | 114 |

RACE

| | | | | |
|--------------------------------|-------|-----|------|-----|
| White only | 6,201 | 3.4 | 67.0 | 89 |
| Black/African American only | 2,053 | 6.5 | 22.3 | 173 |
| Other race | 843 | 3.4 | 9.1 | 92 |
| Hispanic | 1,256 | 3.3 | 13.6 | 87 |