

## MAGAZINE PROFILE ADULTS

	AUDIENCE (000)	COVERAGE (%)	COMP (%)	INDEX
Adults	9,243	3.8	100.00	100
Men	3,974	3.4	43.0	89
Women	5,269	4.2	57.0	110
Readers-per-copy	5.67			

### AGE

18-24	1,090	3.6	11.8	95
21+	8,801	3.8	95.2	101
21-29	1,431	3.7	15.5	97
25-34	1,518	3.5	16.4	93
35-44	1,731	4.3	18.7	114
45-54	2,102	4.9	22.7	129
55+	2,802	3.2	30.3	85
65+	1,091	2.4	11.8	62
18-34	2,608	3.5	28.2	94
18-49	5,410	4.0	58.5	106
25-54	5,350	4.2	57.9	112
35-54	3,833	4.6	41.5	121
Women & Age 18-34	1,329	3.6	14.4	95
Women & Age 25-54	3,013	4.7	32.6	124
Median Age	46.3			

### EDUCATION

High School Graduate+	8,339	3.9	90.2	103
Any College	5,972	4.2	64.6	111
Grad Coll+	2,738	3.8	29.6	99

### HOUSEHOLD INCOME

\$50,000+	5,750	3.8	62.2	101
\$60,000+	4,911	3.7	53.1	99
\$75,000+	3,902	3.7	42.2	97
\$100,000+	2,795	3.8	30.2	99
\$150,000+	1,163	3.4	12.6	90
Median HHI	\$64,306			

### EMPLOYMENT

Employed	5,968	4.0	64.6	106
Professional/Managerial	2,473	4.2	26.8	111

### HOUSEHOLD

	AUDIENCE (000)	COVERAGE (%)	COMP (%)	INDEX
Any Kids < 18 Years in HH	3,494	3.6	37.8	96
Any Kids 12-17	1,780	3.9	19.3	102
Any Kids 6-11	1,746	3.7	18.9	99
Any Kids < 6	1,631	3.3	17.7	88
Moms	1,830	3.5	19.8	93
Moms and Any Kids < 6	960	3.5	10.4	93
Moms and Any Kids 6-11	867	3.4	9.4	90
Moms and Any Kids 12-17	833	3.4	9.0	89

### MARITAL STATUS

Never married	3,206	4.6	34.7	123
Now married	4,237	3.3	45.8	87
Legally separated/ widowed/divorced	1,800	3.9	19.5	103
Engaged	681	5.8	7.4	152

### CENSUS REGIONS

North East	2,015	4.6	21.8	121
South	3,047	3.3	33.0	87
Midwest	1,638	3.1	17.7	83
West	2,542	4.5	27.5	120

### RACE

White only	6,025	3.3	65.2	88
Black/African American only	1,760	6.0	19.1	157
Other race	1,457	4.2	15.8	111
Hispanic	1,295	3.4	14.0	91