



**WE REACH THE RIGHT READERS...  
NOW YOU CAN REACH THEM TOO!**



**READERSHIP PROFILE**

- Holds professional, managerial, executive positions and/or owns business.
- Consults financial planners, invests in stocks, holds life insurance policies.
- Listens to public radio, adult contemporary radio and classic rock.
- Owns or leases 2 or 3 luxury cars (*and puts them in their 3-car garage!*).
- Dines out 2 or 3 times per week for convenience, business and leisure.
- Attends cultural events, museums, takes daytrips and enjoys family recreation.
- Has children and supports their interests in sports, arts, music, etc.
- Often owns a second home or timeshare and enjoys travel by car, rail and air.
- Enjoys cooking, landscaping, gardening, home improvements, golfing, boating and fishing, hiking, biking and birding, exercising and fitness.



**DEMOGRAPHIC PROFILE**

- Homeowner, Suburban and Exurban
  - Age 35-65, includes Leading Edge Baby Boomers
  - Married Couples, with children or adult children
  - College Educated, with graduate degrees
  - Well Employed, Professional
  - 2-Incomes, avg varies:\* \$125K - \$350+
  - High Home Values, avg varies:\* \$285K - \$850+
- \*Averages vary among zip codes and postal routes within zip codes.*



MAGAZINE ADVERTISING WORKS  
*Be a part of an editorial environment that builds*  
READERS, RESPONSE & SHELF-LIFE



**THE RIGHT READERS: WOMEN & MEN 35-65, SUBURBAN HOMEOWNER \$325,000+, INCOME \$105K+**