

DIGITAL AUDIENCE

comScore Unique Visitors	7,723,000
comScore Page Views	9,000,000
Males	60%
Females	40%
Median Age	53.2
Age 18-34	15%
Age 18-49	41%
Age 25-54	49%
Median HHI	\$103,274
HHI \$75,000+	71%
Any College*	72%
Graduated College+*	40%
Married*	57%
Any Children in HH*	28%
Professional/Managerial*	28%
Employed*	57%

Source: November 2022 comScore; *2022 comScore Multi-Platform © MRI-Simmons (10-22/S22)

