

PRINT AUDIENCE ▲

ADULTS	TOTAL AUDIENCE	% COMP
Men/Women	7,412,000	
Men	6,446,000	87%
Women	966,000	13%
AGE		
18-24	953,000	9.6%
25-34	1,646,000	16.5%
35-49	2,461,000	24.7%
Median Age		49.1
MARITAL STATUS		
Single	1,820,000	24.6%
Married	4,320,000	58.3%
EDUCATION		
Graduated College or Better	1,945,000	26.2%
Any College (Attended College+)	4,515,000	60.9%
HOUSEHOLD INCOME		
\$50,000+	4,907,000	66.2%
\$75,000+	3,347,000	45.2%
\$100,000+	2,263,000	30.5%
Median HHI		\$69,951
Median Value of Owned Home		\$210,439
Readers Per Copy		6.79