

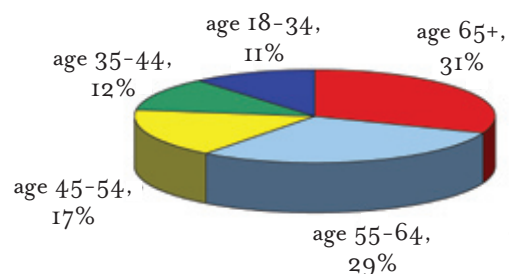


## READER DEMOGRAPHICS

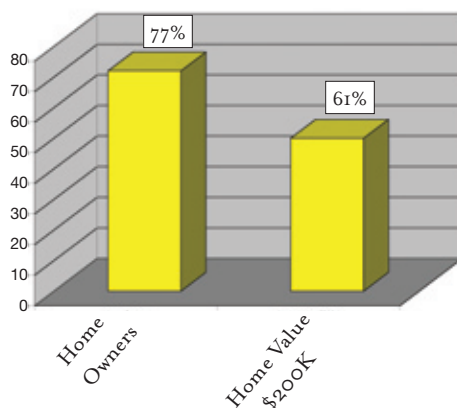
### READERSHIP QUICK HITS

Audience	2,135,000
Readers per Copy	5.87
Women	58%
Men	42%
Average Age	58

### AGE BREAKOUT



### HOME OWNERSHIP

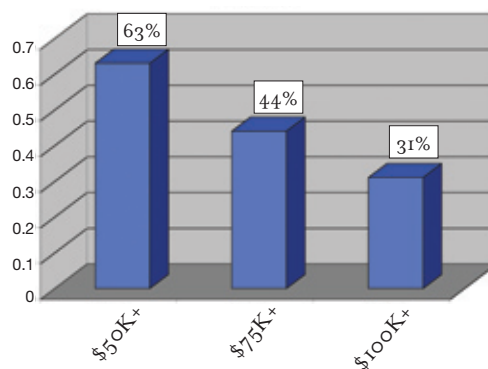


Median Household Income \$67,728  
15% higher than US median

Median Home Value \$291,236  
39% higher than US median

### HOUSEHOLD INCOME

Household	
2+ people	82%
Married	63%
Children	25%
Education	
Any college	61%
Graduated college	36%
Employed	58%



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