

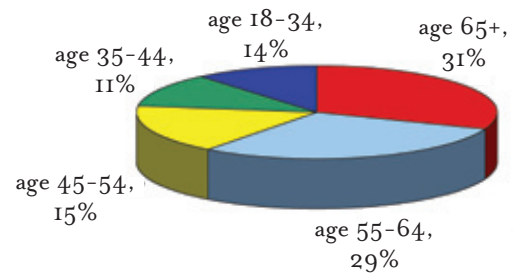


READER DEMOGRAPHICS

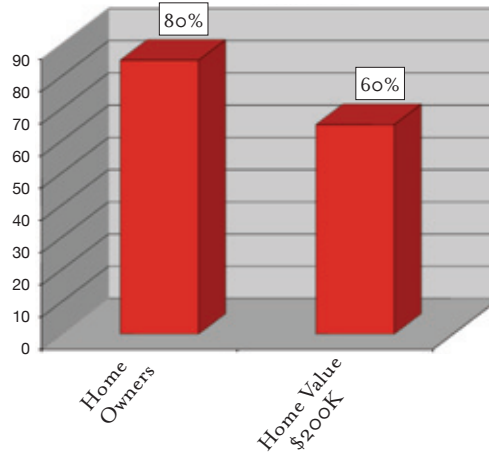
READERSHIP QUICK HITS

Audience	2,026,000
Readers per Copy	5.64
Women	55%
Men	45%
Median Age	59

AGE BREAKOUT



HOME OWNERSHIP

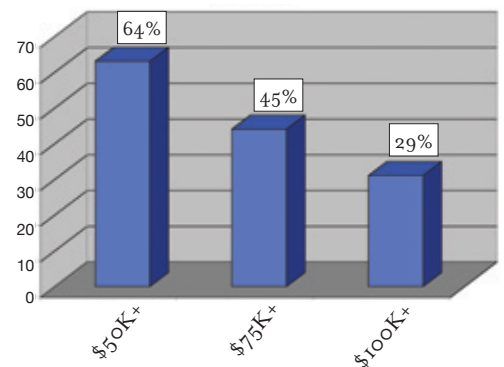


Median Household Income \$68,983
15% higher than US median

Median Home Value \$297,060
43% higher than US median

HOUSEHOLD INCOME

Household	
2+ people	85%
Married	64%
Children	24%
Education	
Any college	63%
Graduated college	35%
Employed	55%



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