



83% of Yankee readers ranked the magazine as a good, very good, or favorite magazine.

THE YANKEE MINDSET

Who is the *Yankee* reader?

Yankee readers are educated and earn a comfortable income, providing them with the ability to invest in their homes, travel locally and across the globe, and entertain friends and family.

They're **connected** with their communities, purchase from companies they **trust**, and are willing to **pay for quality** products. The *Yankee* community is engaged with our magazine and **interested in advertisements**. They spend quality time with each issue, choosing to read the magazine as a form of relaxation and inspiration. They are **influencers** in their communities.

But more than anything, the *Yankee* reader embodies a mindset. This mindset **values home**, family, and friends. It's **passionate** about life. It believes in a **sense of place**. The *Yankee* mindset is one that is supportive of its community and engaged with the world.

THE INFLUENCER:

Yankee readers are influencers in their communities.

- 93% got involved in a public activity in the past year
- 73% voted in a federal, state, or local election in the past year (Index 134)
- 53% members of a club or organization (Index 159)

THE ACTIVE READER:

Our readers are receptive to advertisements in the magazine.

- 80% look to the magazine as a source of education, entertainment, and a source of good ideas
- 59% are more likely than the average adult to be heavy readers
- 48% say ads in magazines offer useful information

THE EDUCATED & THOUGHTFUL CONSUMER:

Yankee readers are educated and make thoughtful decisions.

- 86% will pay more for a product made by a company they trust
- 83% feel it's important to buy American products
- 75% make purchases based on quality, not price
- 65% are willing to pay more for high-quality items

Source: 2009 Spring MRI

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