

# SCIENTIFIC AMERICAN Online Demographic Profile

Male/Female	63% / 37%
Median Age	41
Median Household Income	\$79,848
Average Monthly Uniques	3.2 million**
Average Monthly Visits	4.4 million**
Average Monthly Page Views	8.3 million**

	Comp %	Index
College Graduate +	55.5	185
Post Graduate Degree	33.3	315
HHI \$75K+	53.3	141
Professional/Managerial	24.0	128
Business Purchase Decision Makers/Influencers	22.5	151
Technology Purchase Decision Makers/Influencers	14.6	154

ScientificAmerican.com ranks among the Top 10 Opinion Leader Websites (vs. 101 Total)\* for  
The Most Enjoyable 67% #10 Rank

\*Source: Nielsen @ Plan Release 3/2011, \*Erdos & Morgan Digital Opinion Leaders 2011  
\*\*Webtrends-September 2011