

# Demographics

## READERSHIP

Female	57%
Male	43%

## CIRCULATION

Distribution	130,000
Readers Per Copy	4.2
Total Audience	546,000

## MEDIAN AGE

	44 years
18 – 34	32%
25 – 54	59%
35 – 54	39%

## EMPLOYMENT

Employed	65%
Professional/Managerial	39%

## EDUCATION

Attended/Graduated College +	80%
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## INCOME

	Median HHI \$73,045
\$60,000+	60%
\$75,000+	49%

Own a Home	70%
Median Home Value	\$216,578

Source: MRI Fall 2011, Publisher's Estimate