

Print Magazine Subscriber Study

CIRCULATION: 170,000

“Air & Space/Smithsonian is the magazine for enthusiasts who are passionate about flight. They choose Air & Space because it provides them with authoritative coverage of the great achievements of the past as well as the breakthroughs of today. The magazine celebrates the people behind the hardware of aviation and space exploration and publishes the most dazzling, contemporary images of flight. It takes readers behind the doors in the aerospace industry that have been traditionally closed to the public.”

—Linda Musser Shiner, Editor

TOPLINE DEMO PROFILE

Male / Female	98% / 2%
Age 35+	99%
Attended College+	96%
Graduated College+	78%
Graduate Degree	31%
Average HHI	\$113,000
Median HHI	\$87,500
Average HHI net worth	\$1,012,000
Median HHI net worth	\$875,000
HH Net Worth \$1 million+	23%
Active or Veteran of Armed Forces	47%

AMONG THOSE EMPLOYED

Professional/Managerial	74%
Technology or Engineering	71%
Owner/Partner	54%
C-Level executives	32%
Aviation or Aerospace industry	22%
Self-employed in own business	20%
Government	17%

THEY ARE INFLUENTIALS

Participating in 3 or more public activities	48%
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THEY ARE ENGAGED IN ACTIVE LIFESTYLES

Plans for the next 12 months include:	
Vacation within the US	88%
Visit a museum	87%
Attend an air show	68%
Vacation abroad	44%

HIGHLY ENGAGED AUDIENCE

On average, readers have subscribed for nearly 10 years	
Average reading time is 1 hour 41 minutes	
Rate Air & Space as Very Good/One of my favorites	96%
Read 4 out of 4 issues	93%
Read cover to cover	74%
Save their issues for future reference	66%
Discuss articles with others	58%
Recommend Air & Space to others	45%

DUPLICATION BETWEEN AIR & SPACE PRINT MAGAZINE AND WEBSITE

Print magazine readers also visit the website	1%
Website visitors also read the print magazine	33%

THE TOP 5 MAGAZINES IN TERMS OF DUPLICATION ARE

Smithsonian	46%
National Geographic	41%
Popular Science	21%
Popular Mechanics	21%
Aviation Week & Space Technology	20%

THEY ARE ACTIVE IN AVIATION

Licensed/current, interested in learning to fly/taken course, own/plan to buy plane	58%
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