



TOTAL PRINT
AUDIENCE
6.6MM

RATE BASE
1.6MM

MALE
51%
FEMALE
49%

MEDIAN
HOUSEHOLD
INCOME
\$87,522

HOMEOWNERS
74%

MEDIAN AGE
60

COLLEGE
EDUCATED
85%

INFLUENTIALS
285
INDEX

PROFESSIONAL/
MANAGERIAL
120
INDEX

Source: MRI Doublebase 2020