



## PRINT AUDIENCE 2018

| MEN                              | TOTAL AUDIENCE | % COMP |
|----------------------------------|----------------|--------|
|                                  | 2,703,000      | 100    |
| AGE                              |                |        |
| 18-34                            | 496,000        | 18.3   |
| 25-49                            | 1,078,000      | 39.9   |
| 35-54                            | 990,000        | 36.6   |
| Median Age                       | 52.8           |        |
| MARITAL STATUS                   |                |        |
| Married                          | 1,565,000      | 57.9   |
| Never Married                    | 724,000        | 26.8   |
| EDUCATION                        |                |        |
| Graduated From College or Better | 786,000        | 29.1   |
| Any College                      | 1,569,000      | 58.0   |
| EMPLOYED                         |                |        |
| Managers/Professionals           | 697,000        | 25.8   |
| Employed                         | 1,669,000      | 61.7   |
| Employed Full Time               | 1,438,000      | 53.2   |
| HOUSEHOLD INCOME                 |                |        |
| 50K+                             | 1,944,000      | 71.9   |
| 75K+                             | 1,408,000      | 52.1   |
| 100K+                            | 1,116,000      | 41.3   |
| Median HHI                       | \$79,801       |        |
| Median Value of Owned Home       | \$241,055      |        |