



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	