



PRINT AUDIENCE 2018

ADULTS	TOTAL AUDIENCE	% COMP
Men & Women	2,998,000	
Men	2,703,000	90.2
Women	295,000	9.8
AGE		
18-34	530,000	17.7
25-49	1,198,000	40.0
35-54	1,101,000	36.7
Median Age	53.0	
MARITAL STATUS		
Married	1,748,000	58.3
Never Married	780,000	26.0
EDUCATION		
Graduated from College or Better	898,000	30.0
Any College	1,727,000	57.6
EMPLOYED		
Managers/Professionals	775,000	25.9
Employed	1,834,000	61.2
Employed Full Time	1,556,000	51.9
HOUSEHOLD INCOME		
50K+	2,140,000	71.4
75K+	1,583,000	52.8
100K+	1,259,000	42.0
Median HHI	\$81,479	
Median Value of Owned Home	\$249,518	