



DELIVERING AFFLUENT READERS THAT HAVE PERFECTED THE ART OF LIVING WELL

WOMEN	61.5%
MEN	38.5%
AGE 35-54	33.4%
MEDIAN AGE.....	51.3
MARRIED OR PARTNERED	90.4%

HOUSEHOLD INCOME

HHI \$150,000+.....	71.7%
HHI \$200,000+.....	38.9%
HHI \$250,000+	27.4%
MEDIAN HHI:.....	\$182,939

EDUCATION

ANY COLLEGE	98.4%
GRADUATED COLLEGE OR MORE.....	86.3%

HOME OWNERSHIP/VALUE

MEDIAN VALUE OF PRINCIPAL RESIDENCE	\$634,617
OWN PRINCIPAL RESIDENCE	90.5%
VALUE OF OWNED HOME \$500,000+.....	62.1%

NET WORTH

MEDIAN NET WORTH.....	\$1,426,029
MEDIAN VALUE: LIQUID ASSETS & REAL ESTATE	2,294,764
LIQUID ASSETS & REAL ESTATE \$1,000,000+	76%
HH LIQUID ASSETS \$1,000,000+	41.1%
HH LIQUID ASSETS \$1,500,000+	33.4%