

## Reader Profile

**Rate Base: 2,100,000**

As of January, 2012

	AUDIENCE	%COMP	INDEX
Total Adults	6,939,000	100%	100
Men	3,365,000	48%	100
Women	3,574,000	52%	100
<b>HOUSEHOLD INCOME</b>			
\$75,000+	3,390,000	49%	125
\$100,000+	2,334,000	34%	133
Median HHI		\$73,577	
Median IEI		\$49,070	
<b>EDUCATION</b>			
College Educated+	5,398,000	78%	141
Graduated College+	3,400,000	49%	181
Post-graduate Degree	1,640,000	24%	253
<b>AGE</b>			
Age 35-64	3,948,000	57%	108
Age 45-64	3,173,000	46%	132
Median Age		57	
<b>OCCUPATION/JOB STATUS</b>			
Professional/ Managerial	2,207,000	32%	140
Top Management	447,000	6%	158
<b>INFLUENTIALS</b>			
	1,407,000	20%	245
<b>COUNTIES</b>			
County A or B	5,015,000	72%	101
Counties C or D	1,925,000	28%	98
<b>REGIONS</b>			
North East	1,339,000	19%	105
South	2,519,000	36%	98
Midwest	1,423,000	21%	94
West	1,659,000	24%	105
<b>HOME/MARITAL STATUS</b>			
Own Home	5,620,000	81%	115
Married	4,181,000	60%	110

\*Source: 2011 MRI Doublebase

# Energize your mind



### For more information

Contact your  
Smithsonian representative,  
or Jennifer Hicks,  
Group Publisher, at  
(212) 916-1338 today.