



Smithsonian
Media

Smithsonian magazine Reader Profile

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	AUDIENCE	%COMP	INDEX		AUDIENCE	%COMP	INDEX
Total Adults	6,879,000	100%	100	OCCUPATION/JOB STATUS			
Men	3,333,000	48%	100	Professional/Managerial	2,393,000	35%	149
Women	3,546,000	52%	100	Top Management	509,000	7%	173
HOUSEHOLD INCOME				INFLUENTIALS			
\$75,000+	3,267,000	47%	128		1,612,000	23%	289
\$100,000+	2,182,000	32%	134	COUNTIES			
Median HHI		\$71,917		A or B	5,026,000	73%	102
Median IEI		\$47,163		C or D	1,853,000	27%	94
EDUCATION				REGIONS			
College Educated+	5,397,000	78%	146	North East	1,293,000	19%	101
Graduated College+	3,366,000	49%	187	South	2,177,000	32%	86
Post-graduate Degree	1,528,000	22%	255	Midwest	1,499,000	22%	98
				West	1,910,000	28%	123
AGE				HOME/MARITAL STATUS			
Age 35-64	4,195,000	61%	115	Own Home	5,493,000	80%	115
Age 45-64	3,081,000	45%	132	Married	4,407,000	64%	115
Median Age		54					

*Source: 2009 MRI Doublebase

For full details, contact your *Smithsonian* representative, or Kerry Bianchi, *Group Publisher*, at (212) 916-1338 today.

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