



OUR AUDIENCE (MRI)

PRINT

6.7MM	Print Audience
\$101, 639	Median HHI
42/58	Men/Women
52	Median Age

DIGITAL + SOCIAL

7.7MM	Digital Uniques
35MM	Pageviews
\$107,579	Median HHI
41/59	Men/Women
26%	Millennials
12MM+	Social Media Followers

Source: MRI Fall 2017; comScore Q1 2018