



## READER PROFILE



|               | AUDIENCE | % COMP |
|---------------|----------|--------|
| <b>Adults</b> | 5,809    | 100%   |
| <b>Men</b>    | 3,311    | 57%    |
| <b>Women</b>  | 2,499    | 43%    |

**Median Age:** 43.6

|                  |       |     |
|------------------|-------|-----|
| <b>Age 18-49</b> | 3,697 | 64% |
| <b>Age 25-49</b> | 2,998 | 52% |
| <b>Age 35-44</b> | 1,383 | 24% |
| <b>Age 45-54</b> | 1,304 | 22% |

**Median HHI:** \$57,988

|                       |       |     |
|-----------------------|-------|-----|
| <b>HHI \$60,000+</b>  | 2,799 | 48% |
| <b>HHI \$75,000+</b>  | 2,116 | 36% |
| <b>HHI \$100,000+</b> | 1,367 | 24% |

|   |       |     |
|---|-------|-----|
| <b>Attended/<br/>Graduated College+</b> | 3,552 | 61% |
| <b>Employed Full Time</b>               | 3,455 | 60% |
| <b>Own Home</b>                         | 3,759 | 65% |

Source: MRI Spring 2007

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