

Reader's Digest Demographic Profile—Men

Audience Demographics	Total U.S. (000)	(000)	Reader's Digest Comp.	Cov.
	Adults			
Men	107,268	14,687	100%	13.7%
Age 18-49	66,661	6,577	45%	9.9%
Age 25-49	52,365	5,626	38%	10.7%
Age 25-54	62,432	7,147	49%	11.4%
Age 35-49	32,403	3,994	27%	12.3%
Age 35+	73,011	12,104	82%	16.6%
Age 50+	40,607	8,110	55%	20.0%
Median Age	44		53	
HHI \$40,000+	73,668	10,560	72%	14.3%
HHI \$50,000+	63,186	9,155	62%	14.5%
HHI \$60,000+	53,624	7,937	54%	14.8%
HHI \$75,000+	41,111	6,008	41%	14.6%
HHI \$100,000+	26,090	3,591	25%	13.8%
Median HHI	\$59,989		\$64,615	
Attended/Graduated College+	55,851	8,717	59%	15.6%
Graduated College+	28,272	4,700	32%	16.6%
Professional/Managerial	25,488	3,817	26%	15.0%
Employed	77,273	9,393	64%	12.2%
Married	62,252	10,427	71%	16.7%
Single	30,685	2,362	16%	7.7%
Kids in Household	42,260	5,302	36%	12.5%
Own Home	74,779	11,568	79%	15.5%
Own Home Valued \$100,000+	62,048	9,712	66%	15.7%
Own Home Valued \$200,000+	41,070	5,939	40%	14.5%

Source: MRI Spring 2008
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