

# Reader's Digest Large Print Edition

## DEMOGRAPHIC PROFILE

<b>Total Audience</b>	<b>1,688,000</b>	
<b>Median Age</b>	<b>57</b>	
<b>Average HHI</b>	<b>\$55,071</b>	
<b>Readership</b>	<b>Audience</b>	<b>% Comp</b>
Men	663,000	39
Women	1,025,000	61
Married	1,150,000	68
<b>Age</b>		
Age 50+	1,182,000	70
<b>HHI</b>		
HHI 30,000+	1,247,000	74
HHI 50,000+	921,000	55
HS Grad or Equivalent or More	1,514,000	90
Attended/Graduated College+	966,000	57
Employed	905,000	54
Retired	515,000	31
Own Home	1,398,000	83

Source: MRI Spring 2007

Note: RDLP is measured as a publisher-defined prototype.

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