

Audience

	(000)	% Comp	% Cov
Adults	23,572	100.0%	10.0%
Men	9,014	38.2%	7.9%
Women	14,558	61.8%	11.9%
Age 18-49	8,977	38.1%	6.7%
Age 25-49	7,709	32.7%	7.5%
Age 25-54	10,596	45.0%	8.4%
Age 35-49	5,619	23.8%	9.1%
Age 35+	20,214	85.8%	12.3%
Age 50+	14,595	61.9%	14.3%
Median Age		54.9	
HHI \$50,000+	13,644	57.9%	10.0%
HHI \$75,000+	9,000	38.2%	9.7%
HHI \$100,000+	5,633	23.9%	9.2%
Median HHI		\$60,198	
Attended/Graduated College+	14,970	63.5%	11.2%
Graduated College+	7,222	30.6%	10.9%
Professional/Managerial	4,922	20.9%	9.1%
Employed	12,105	51.4%	8.6%
Married	14,452	61.3%	11.5%
Kids in Household	7,707	32.7%	8.2%
Own Home	17,435	74.0%	11.1%
Own Home Valued \$100,000+	14,183	60.2%	11.2%
Own Home Valued \$200,000+	7,738	32.8%	10.8%



See the World
Differently

Audience Demographics

Reader's Digest Large Print

	(000)	% Comp.
Total Audience	1,335	100%
Men	513	38%
Women	822	62%
Married	853	64%
Age 50+	1,131	85%
Median Age	66.9	
HHI \$30,000+	995	75%
HHI \$50,000+	715	54%
Median HHI	\$54,265	
HS Grad+	1,227	92%
Attended/Graduated College+	786	59%
Retired	690	52%
Own Home	1,094	82%

Reach a more loyal and engaged audience



	Average Reading Minutes	Read 4/4	One of My Favorites	Primary Readers	Average Reading Days
Reader's Digest	50	43%	28%	40%	2.5
Better Homes & Gardens	35	41%	21%	35%	2.1
Family Circle	35	42%	15%	35%	2.0
Good Housekeeping	43	48%	23%	35%	2.2
Ladies' Home Journal	39	43%	15%	43%	1.9
Woman's Day	37	40%	17%	29%	2.0
Prevention	41	46%	27%	51%	2.2

Connecting with **WOMEN**

Women are significantly more engaged with Reader's Digest

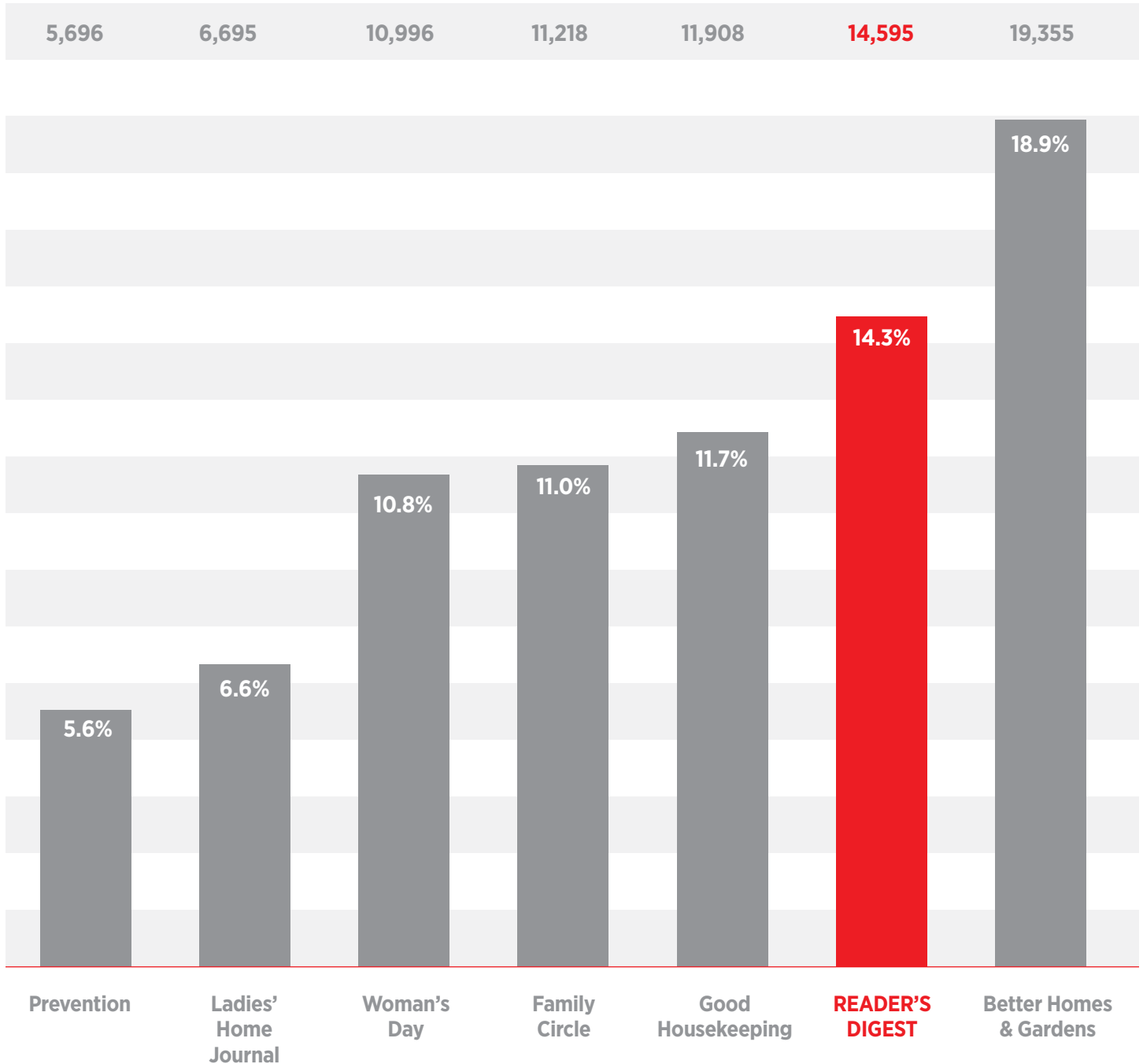


**Art of Living—
Why Calm is the
New Happy**

	Average Reading Minutes	Read 4/4	One of My Favorites	Primary Readers	Average Reading Days
Reader's Digest	53	47%	31%	40%	2.5
Better Homes & Gardens	37	44%	24%	34%	2.1
Family Circle	36	43%	16%	35%	2.0
Good Housekeeping	45	49%	24%	34%	2.2
Ladies' Home Journal	41	44%	16%	41%	1.9
Woman's Day	37	40%	18%	28%	2.0
Prevention	43	49%	31%	50%	2.3

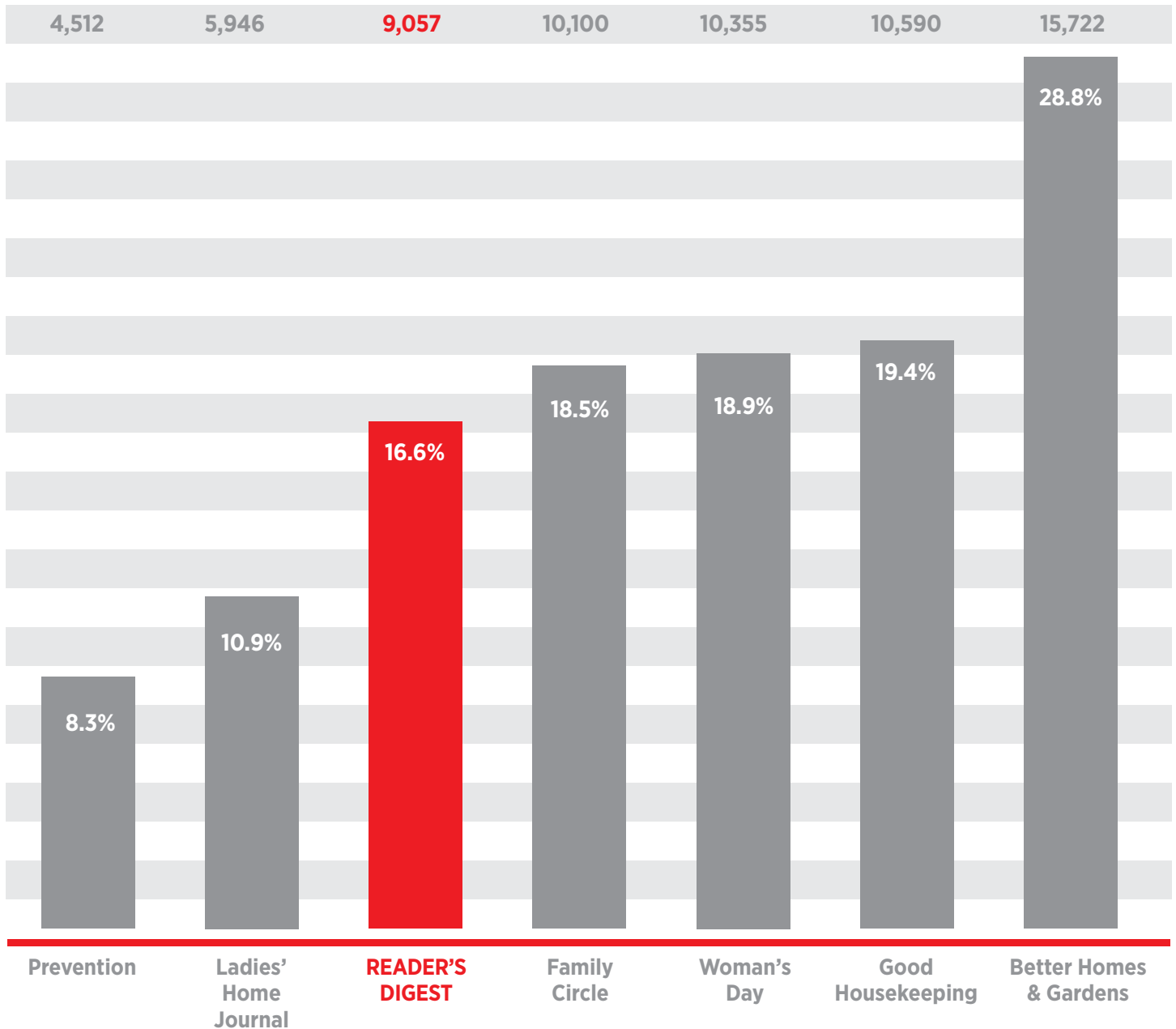
Top magazines based on % coverage

Audience (000)



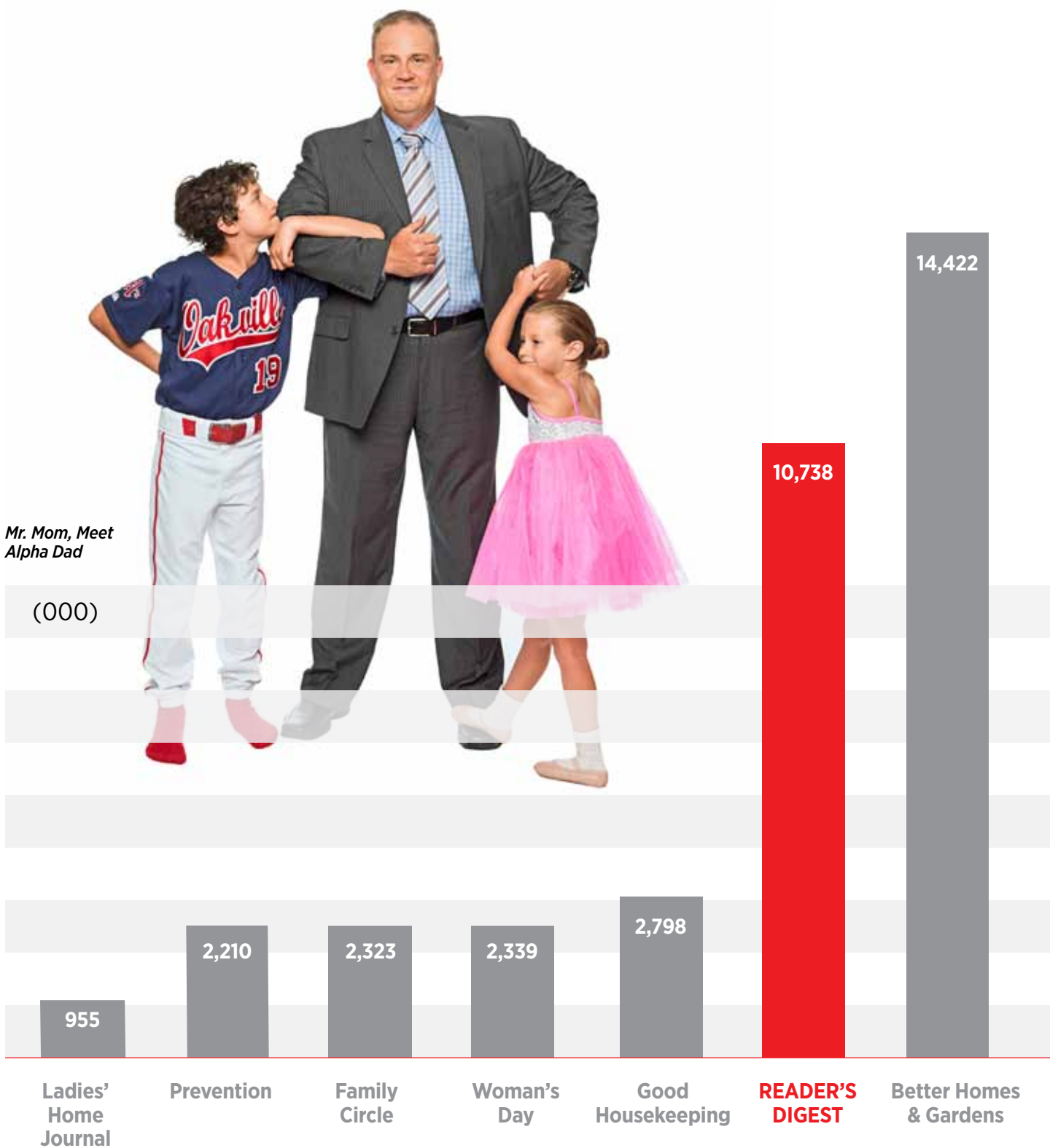
Top magazines based on % coverage

AUDIENCE (000)



Delivering an Untapped Audience of **ADULTS**

Adults who don't read any other magazine in the competitive set



Delivering an Untapped Audience of **WOMEN**

Women who don't read any other magazine in the competitive set

