



2021 READER DEMOGRAPHIC

#verytandc

PRINT AUDIENCE*

TOTAL READERS	425,000
FEMALE/MALE	66%/34%
MEDIAN AGE	49.7
MEDIAN HHI	\$197,655
MEDIAN HH NET WORTH	\$1.2 million
AVERAGE NET WORTH	\$2.3 million

PRINT & DIGITAL AUDIENCE**

TOTAL READERS/ VISITORS	10,691,000
FEMALE/MALE	70%/30%
MEDIAN AGE	52
HHI \$100,000+	40%
MEDIAN HH NET WORTH	\$302,000