

# New York Magazine Audience Profile

## MMR, 2008

### Readership

Affluent Heads of Household: 543,000  
(Men 47% / Women 53%)

### Age

Median: 52 yrs.

<u>Range</u>	<u>Comp</u>
18-34	14%
18-49	44%
25-54	53%

### Household Income

Median: \$168,470 (+21% advantage over affluent population)

<u>Range</u>	<u>Comp</u>	<u>Index</u>
\$150,000+	58%	142
\$200,000+	38%	207
\$300,000+	21%	257
\$500,000+	10%	303

### Education/Occupation

	<u>Comp</u>	<u>Index</u>
College-Grad+	78%	131
Post-Grad Study/Degree	39%	163
C-Titles	20%	111

### Home Value

Median: \$598,255 (+45% advantage over affluent population)

### Median Household Asset Value

Including Principal Home: \$1,854,066 (+49% advantage over population)  
Liquid Assets (excl. home): \$1,236,543 (+58% advantage over population)

### Distribution

Rate Base: 425,000\*  
Circulation: 433,289\*  
68% NY DMA\*\* / 32% National\*\*