

Reader Profile – *New York Magazine* 2007 Mendelsohn

Readership

Affluent Heads of Household: 605,000
(Men 50% Women 50%)

Age

Median: 54 yrs.

Range	Comp
18-34	10%
18-49	41%
25-54	53%

Household Income

Median: \$157,918

Range	Comp	Index
\$100,000+	82%	109
\$150,000+	53%	180
\$200,000+	33%	238
\$300,000+	20%	370

Education/Occupation

	Comp	Index
Post Graduate Study/Degree	37%	173
C-Titles	26%	129

Median Asset Value

Inc. Principal Residence : \$1,740,943
+56% advantage over population

Investable Assets : \$1,196,059
+69% advantage over population

Distribution

Rate Base: 425,000*
Circulation: 429,116*
74% NY DMA**
26% National**