

Demographic Profile

	AUDIENCE	COMP %
CIRCULATION		
Ratebase	1,200,000	
Frequency	8x/year	

AUDIENCE		
Total	5,136,000	
Men	3,540,000	69.0%
Women	1,596,000	31.0%

AGE		
18-49	1,986,000	39.0%
35-54	1,921,000	37.0%
30+	4,903,000	96.0%
Median Age	55.3	

HOUSEHOLD INCOME		
\$50,000+	3,540,000	69.0%
\$75,000+	2,437,000	47.0%
\$100,000+	1,764,000	34.0%
Median HHI	\$71,906	

	AUDIENCE	COMP %
HOUSEHOLD STATUS		
Married	3,554,000	69.0%
Children in HH	1,577,000	31.0%
Own Home	4,224,000	82.0%
Home Value \$250,000+	1,666,000	32.0%
Median Home Value	\$208,915	

EDUCATION		
Graduated College +	1,454,000	28.0%
Attended/Graduated College +	2,863,000	56.0%

OCCUPATION		
Employed Full Time	2,768,000	54.0%
Professional/Managerial	1,195,000	23.0%
Construction/Trades	853,000	17.0%

ENGAGEMENT	
49 minutes	spent reading an issue
63%	read 3 of 4 issues
34%	take action after reading about a product or service advertised in the magazine

SOURCE: MRI SPRING 2017

BUILD IT. FIX IT. LIVE IT!

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the family
handyman