

2017 ADVERTISING DEMOGRAPHIC PROFILE



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

AUDIENCE		
Total	4,761,000	
Men	3,281,000	69.0%
Women	1,480,000	31.0%

AGE		
18-49	1,948,000	41.0%
35-54	2,025,000	43.0%
30+	4,548,000	96.0%
Median Age	53.1	

HOUSEHOLD INCOME		
\$50,000+	3,031,000	64.0%
\$75,000+	2,180,000	46.0%
\$100,000+	1,573,000	33.0%
Median HHI	\$69,139	

	AUDIENCE	COMP %
HOUSEHOLD STATUS		
Married	3,201,000	67.0%
Children in HH	1,632,000	34.0%
Own Home	3,772,000	79.0%
Home Value \$250,000+	1,544,000	32.0%
Median Home Value	\$208,577	

EDUCATION		
Graduated College +	1,454,000	30.4%
Attended/Graduated College +	2,765,000	58.0%

OCCUPATION		
Employed Full Time	3,035,000	63.7%
Professional/Managerial	1,331,000	28.0%
Construction/Trades	374,000	7.9%

ENGAGEMENT	
43 minutes spent reading an issue	
55% read 3 of 4 issues	
36% take action after reading about a product or service advertised in the magazine	

SOURCE: MRI FALL 2016

BUILD IT. FIX IT. LIVE IT!

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the family
handyman