

Reader Profile

➔ **Total Audience: 5,900,000**

Female **92%**

Median Age **44.5**

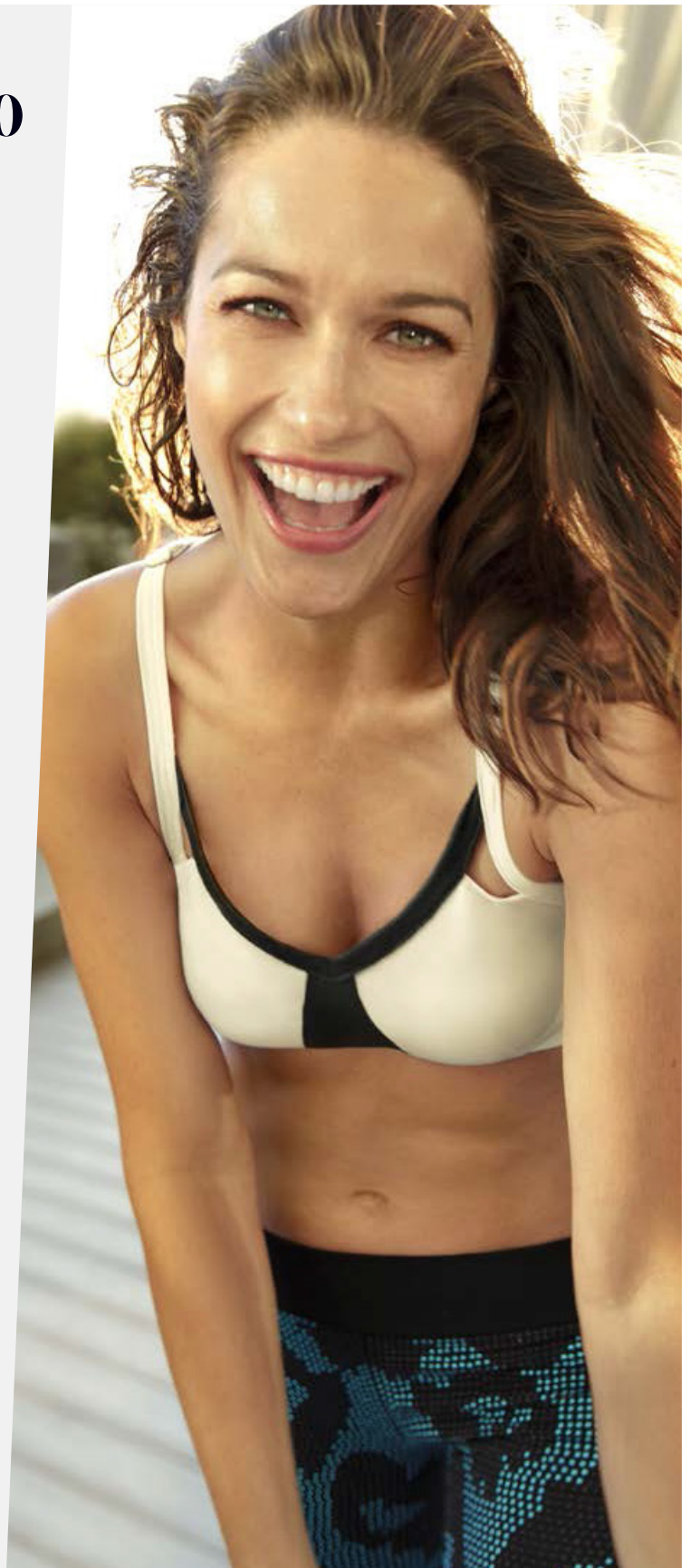
Millennial **40%**

Married **57%**

Employed **72%**

Median HHI **\$101,863**

Mom **48%**



Source: Gfk MRI Fall 2016