



Audience + Circulation

Access 8.3 Million African-American Consumers with \$845 Billion in Buying Power.

Reader Profile

	Audience (000)	Composition
Adults	8,267	100%
Age:		
18-24	1,511	18%
25-34	2,116	26%
35-54	3,459	42%
50+	1,849	22%
Median Age: 37.4		
Household Income		
\$50,000+	3,658	44%
\$60,000+	2,995	36%
\$75,000+	2,248	27%
Median HHI: \$44,448		
Individual Income		
\$30,000+	2,960	36%
\$40,000+	1,845	22%
Median IEI: \$30,544		
Education		
College Educated	4,860	59%
Employment		
Employed	5,799	70%
Professional/Managerial	1,862	23%
Home Ownership		
Own Home	3,754	45%
Marital Status		
Married	2,570	31%
Single	3,787	46%
Children in the Household		
Any Children	4,379	53%
Working Mother	2,369	39%

Audience Loyalty

Unduplicated audience who are non-readers of other consumer magazines (partial listing)

	%
Harper's Bazaar	94
Shape	94
Self	93
Vanity Fair	91
Redbook	91
Elle	90
Martha Stewart Living	89
Allure	88
InStyle	88
Cosmopolitan	83
Glamour	82
Vogue	80
Black Enterprise	72
Better Homes and Gardens	72

Circulation

Rate Base	1,050,000
Subscriptions	75%
Publisher's Suggested Price	\$22.00/12 issues
Single-Copy Sales	25%
Cover Price	\$3.99

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Source: MRI Fall 2007, Base: Total Adults