

CIRCULATION & DEMOGRAPHICS

Total Monthly Circulation 35,000 - 50,000*
Pass Along per Issue 2.9

* Projected increase of circulation and distribution statewide beginning January 2009.

Male / Female 18% / 82%
Median Age 45
Own Home 96.7%
Average Household Income \$150,000
Average Home Value \$400,000
Married 78.5%
Children in Household 53.4%
Professional / Managerial 76.6%
Attended College 95.7%

Average reader travels four weeks out of the year and dines out three times a week.



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