

reader profile

Median HHI
WOMEN



Greatest increase in Median HHI among affluent female readers of any Women's or Epicurean title

	<u>08 AFFLUENT FEMALE HOH</u>	<u>% CHANGE</u>
MORE	\$149,891	7.9
REAL SIMPLE	146,682	3.4
COOKING LIGHT	144,049	2.8
W	157,860	1.7
LUCKY	145,988	.06
O, THE OPRAH MAGAZINE	142,372	N/A
REDBOOK	136,630	N/A
MARTHA STEWART LIVING	140,228	-0.6
GLAMOUR	138,724	-1
INSTYLE	146,999	-1.2
SHAPE	140,757	-3.7
MARIE CLAIRE	139,990	-3.7
HARPER'S BAZAAR	150,136	-4.6
GOURMET	147,155	-5.2
VOGUE	143,958	-5.3
ALLURE	137,668	-5.7
FOOD & WINE	145,685	-6.2
ELLE	143,380	-6.6