

we are More



MORE REACHES A DISTINGUISHED SET OF HIGHLY EDUCATED, AFFLUENT AND ACCOMPLISHED WOMEN.

READER DEMOGRAPHICS	MORE	INDEX TO ALL WOMEN
Median age	52	115
Median HHI	\$101,900	211
College Graduates (or more)	55%	229
Employed	74%	130
Have children in the Household	29%	66
Professional/Managerial	44%	200
Homeowners	83%	119
Median Home value	\$358,000	\$223,938

Source: MORE 2005 Subscriber study;
MRI Spring 2005 (base: Women)
Base: Total Respondents

Smart Talk for Smart Women