



Delivering Educated, Sophisticated Parents

AUDIENCE

Total Adults: 4,990,000

Total Women: 4,357,000

Age	Adults	Women
18–34	60.0%	61.6%
18–49	90.0%	89.7%
25–49	67.9%	65.3%
Median age	32.0	32.0

Children in Household

Any children	82.1%	81.5%
Children <2	31.7%	32.6%
Children 2–5	48.7%	48.5%
Children 6–11	37.7%	37.3%

Education and Employment

Attended/graduated college+	51.3%	50.1%
Employed	62.3%	59.1%

Household Income

HHI \$50,000+	49.7%	48.6%
HHI \$75,000+	31.3%	30.7%
HHI \$100,000+	18.2%	17.7%
Median	\$49,727	\$48,801

Readers per copy

Adults	4.39	3.83
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