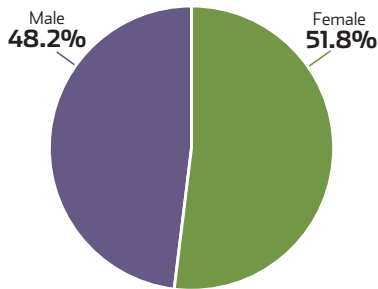


READER OVERVIEW

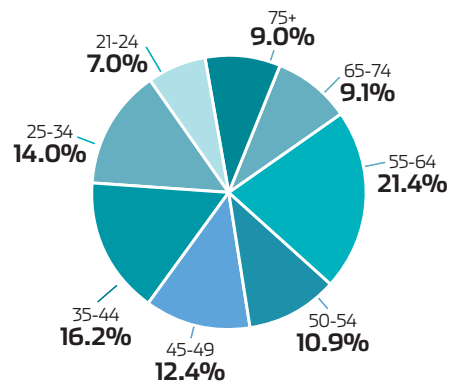
Madison Magazine reaches over 127,000 desirable readers with over 80,000 in Dane County alone...

- 53% are the coveted 25-54 demographic
- 88% have attended college or graduated
- 44% have a household income of over \$75K annually

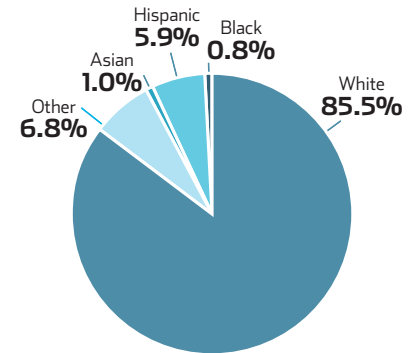
GENDER PROFILE



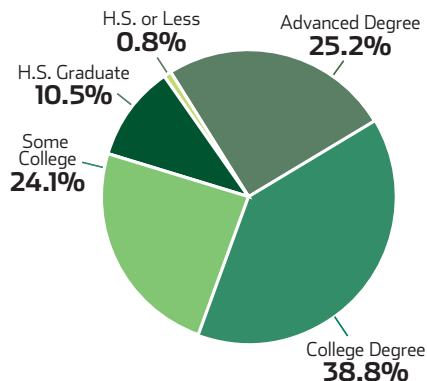
AGE PROFILE



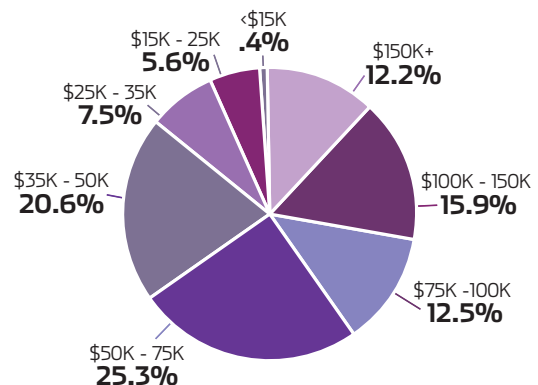
ETHNIC PROFILE



EDUCATION PROFILE



ANNUAL INCOME



Source: The Media Audit, Demographic Study, December 2010 and Google Analytics Web Traffic Report, January 2011

