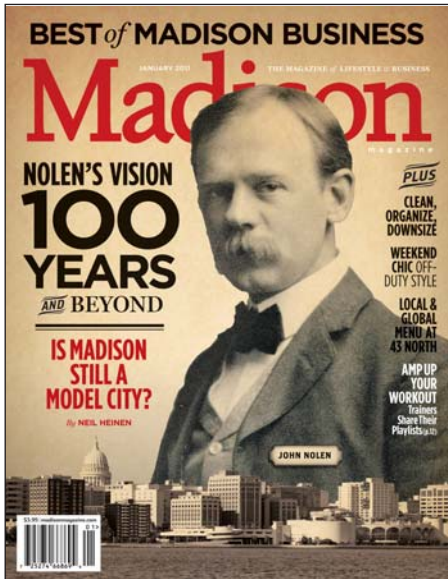


# READER DEMOGRAPHICS

We cover the arts, business, lifestyle, dining & food, health, home, politics and more, all on a local, in depth level.

**Madison Magazine is the #1 paid subscriber magazine in the Madison area, reaching over 127,000 readers.\***

(brava: 59,526; InBusiness: 40,028)



*Madison Magazine* readers are...

33% more likely to earn \$150K+ in household income

29% more likely to be a woman age 45-64

248% more likely to be a business owner, partner, corporate officer

100% more likely to hold advanced college degree

40% more likely to purchase office equipment

90% more likely to attend the Opera/Symphony/Live Theater

201% more likely to travel by plane 6 or more times

57% more likely to plan to spend \$30,000+ on a new car

26% more likely to belong to a health club

280% more likely to plan a cosmetic surgery or procedure in the next year

44% more likely to plan to buy furniture in the next year

31% more likely to eat out 4 or more times at a sit-down restaurant in the last 2 weeks

35% more likely to plan to buy a new tv in the next year

199% more likely to buy jewelry

25% more likely to take an international vacation 2 or more times a year

...than the average adult.

*The Media Audit, Demographic Study, December, 2010.*

*\*Google Analytic Webtraffic Report, January, 2010.*

**72% of subscribers said they bought products/services as a result of seeing an ad in *Madison Magazine*.**

*-Circulation Verification Council, March, 2011.*



**Madison**  
MAGAZINE