



2018 MRI READER PROFILE

	AUD. (000)	COMP %
ADULTS	2,052	
WOMEN	1,815	89%
MEN	238	11%
READERS PER COPY	3.7	

AGE

AGE 25-54	1,092	53%
AGE 35+	1,721	84%
MEDIAN AGE	51.6	

MARITAL STATUS/CHILDREN

MARRIED	1,068	52%
CHILDREN IN HH	775	38%

EDUCATION

ATTENDED COLLEGE	1,448	71%
GRADUATED COLLEGE+	649	32%

EMPLOYMENT

EMPLOYED	1,144	56%
PROFESSIONAL/MANAGERIAL	544	27%

HOUSEHOLD INCOME

\$75,000+	1,099	54%
\$100,000+	848	41%
MEDIAN HHI	\$82,236	
MEDIAN HH NET WORTH	\$292,010	

HOME OWNERSHIP

OWNS HOME	1,327	65%
A/B COUNTY	1,690	82%

SOURCE: GFK/MRI Doublebase 2018: Print/Digital readers

TO ADVERTISE

Contact your ELLE DECOR Sales Representative or Associate Publisher
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