



MRI READER PROFILE

AUD. (000) COMP %

ADULTS	2,040	
WOMEN	1,588	78%
MEN	450	22%
READERS PER COPY	3.4	

AGE

AGE 25-54	1,040	51%
AGE 35+	1,563	77%
MEDIAN AGE	49.4	

EDUCATION

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

EMPLOYMENT

EMPLOYED	1,071	53%
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HOUSEHOLD INCOME

\$75,000+	960	47%
\$100,000+	685	34%
MEDIAN HHI	\$70,512	
MEDIAN HH NET WORTH	\$219,728	

HOME OWNERSHIP

OWNS HOME	1,206	60%
A/B COUNTY	1,581	78%

SOURCE: GFK/MRI Doublebase 2022

TO ADVERTISE

Contact Jennifer Levenue Bruno, SVP, Publishing Director &
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