

demographics

the *Coastal Living* reader:

Audience.....	3,662,000
Readers Per Copy.....	5.33
Female.....	71%
Male.....	29%
College Educated.....	80%
Married.....	72%
Median Age.....	51
Median HHI.....	\$89,926
Own Home.....	80%
Median Home Value.....	\$284,486
Have 2+ Homes*.....	38%



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LIVING**

650K guaranteed rate base 3.7 Million GFK MRI Fall 2011 readership National distribution 10x year

Source: 2011 Fall GFK MRI; *2011 Ipsos Mendelsohn Affluent Survey, HHI \$100K+

affluent audience

Total Affluent Audience	1,405,000
Women	65%
Men	35%
Median Age.....	52
Age 35-54.....	48%
Age 25-54.....	56%
Median HHI	\$152,100
HHI \$125,000+.....	70%
HHI \$150,000+.....	51%
Attended/Grad. College+	88%
Graduated College+.....	64%
Professional/Managerial	62%
Top Management	21%
Own Home	95%
Own 2+ Homes.....	38%
Median Home Value (principal) ..	\$409,300
Home Value \$250,000+	74%
Home Value \$500,000+	36%
Median HH Net Worth.....	\$803,700



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2011 Ipsos Mendelsohn Affluent Survey, HHI \$100K+

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