

EatingWell

EDITORIAL MISSION

For more than twenty years, *EatingWell* has been at the forefront of what Americans now embrace: the rewards of eating better. Whether you're making changes big or small, *EatingWell* is a way of life, a place where everything is good. Where Good Taste, Meets Good Health.



AUDIENCE

Reaches over **6MM** health enthusiasts!

RESPONSE

58% made a direct purchase in the past year

SPENDING

Spent over **\$1 billion** on direct purchases in the last year

ENGAGEMENT

71% took action as a result of reading an ad

AUDIENCE PROFILE

1,000,000

RATE BASE

6,060,000

READERSHIP

6 TIMES A YEAR

FREQUENCY

51

MEDIAN AGE

\$62,710

MEDIAN HOUSEHOLD INCOME

60%

OWN HOME

\$237,690

MEDIAN HOME VALUE

74:26

FEMALE:MALE RATIO

SOURCE: MRI Fall 2016; MRI Starch 2016; December 2016 AAM Statements

