

Family Circle

EDITORIAL MISSION

Family Circle understands that women need to be up to date in order to navigate the most meaningful part of their lives—family. As her trusted curator, we offer candid advice and fresh ideas. **There's a lot going on in her circle. We help her enjoy the ride and get to the good stuff.**



AUDIENCE

Reaching nearly **16MM** readers each month!

RESPONSE

58% made a direct purchase in the past year

SPENDING

Spent over **\$4 billion** on direct purchases in the last year

ENGAGEMENT

58% took action as a result of reading an ad

AUDIENCE PROFILE

4,000,000

RATE BASE

15,943,000

READERSHIP

12 TIMES A YEAR

FREQUENCY

57

MEDIAN AGE

\$61,421

MEDIAN HOUSEHOLD INCOME

73%

OWN HOME

\$202,689

MEDIAN HOME VALUE

91:9

FEMALE:MALE RATIO

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

 **meredith**
direct media