

# EatingWell

**RATEBASE:** 1,775,000  
**FREQUENCY:** 10 TIMES A YEAR

## EDITORIAL MISSION

*EatingWell* is the ultimate experience for consumers with a passion for food and wellness. We satisfy their cravings for flavors from around the globe and celebrate fresh ingredients and the farmers, artisans and chefs who bring them to our table. Through science-backed advice and smart stories about sustainability, we help readers live their best lives.

## AUDIENCE PROFILE

Readership	5,726,000
Median Age	54 years
Median Household Income	\$72,712
Own Home	69%
Median Home Value	\$283,099
Female:Male Ratio	77:23
Took action as a result of reading an ad	64%
Subscription:Newsstand Ratio	98:2

