

Health

RATEBASE: 1,350,000
FREQUENCY: 10 TIMES A YEAR

EDITORIAL MISSION

Whole-life advice and inspiration for the woman who knows who she is and wants to live well in every way — today and beyond.

AUDIENCE PROFILE

Readership	6,041,000
Median Age	50 years
Median Household Income	\$59,763
Own Home	62%
Median Home Value	\$244,761
Female:Male Ratio	63:37
Took action as a result of reading an ad	65%
Subscription:Newsstand Ratio	99:1

Source: MRI-Simmons DoubleBase 2021; MRI Starch 2019;
June 2021 AAM Statements

