



**RATEBASE:** 950,000  
**FREQUENCY:** 6 TIMES A YEAR

## EDITORIAL MISSION

*Midwest Living* is the leading lifestyle brand that explores the Midwest region, savors its uniqueness and celebrates its way of life. With a deep Midwest knowledge, spirit and relevance, *Midwest Living* inspires its community to experience the best of the region in travel, food, home and lifestyle.

## AUDIENCE PROFILE

Readership	2,501,000
Median Age	59 years
Median Household Income	\$73,101
Own Home	76%
Median Home Value	\$231,281
Female:Male Ratio	73:27
Took action as a result of reading an ad	64%
Subscription:Newsstand Ratio	100:0

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

