



MidwestLiving

RATEBASE: 950,000
FREQUENCY: 6 TIMES A YEAR

EDITORIAL MISSION

Midwest Living is the only lifestyle brand that is entirely relevant to Midwesterners passions, style and sensibilities. With a deep Midwest knowledge, spirit and relevance, *Midwest Living* inspires the best experiences in home, food, travel, and much more.

AUDIENCE PROFILE

Readership	2,788,000	Took action as a result of reading an ad	60%
Median Age	60 years	Subscriptions:Newsstand Ratio	100:0
Median Household Income	\$72,643		
Own Home	89%		
Median Home Value	\$215,065		
Female:Male Ratio	76:24		